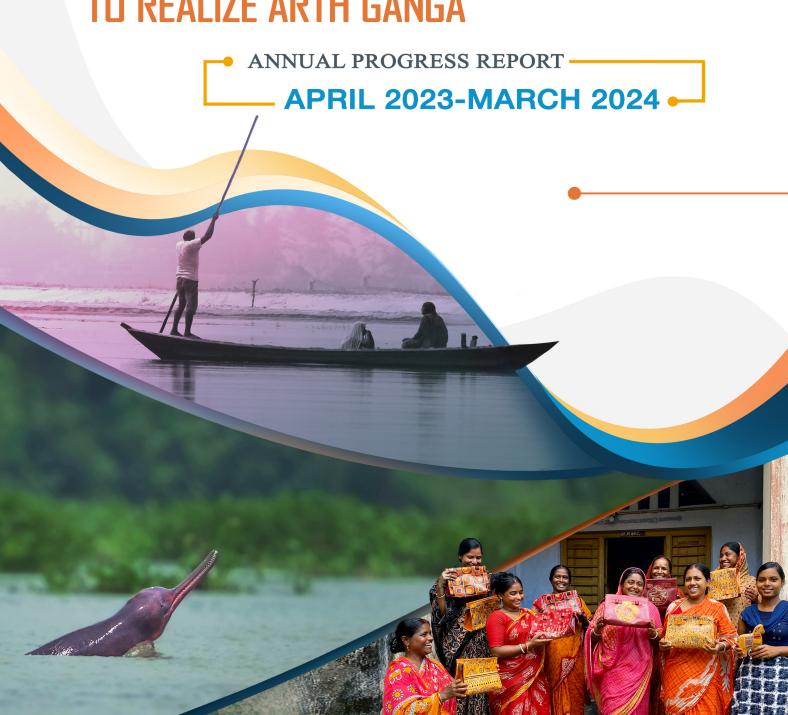
# NMCG-WII GANGA BIODIVERSITY CONSERVATION INITIATIVE

# JALAJ

# CONNECTING RIVER AND PEOPLE TO REALIZE ARTH GANGA





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# JALAJ: CONNECTING RIVER AND PEOPLE TO REALIZE ARTH GANGA

Annual Progress Report

April 2023 to March 2024



Annual Progress Report April 2023 - March 2024

### **Project Investigators**

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LINKING RIVER AND COMMUNITIES

Community Empowerment through Jalaj
Linking aquatic conservation, livelihood through digital media & e-commerce
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The Ministry of Jal Shakti, Government of India through the National Mission for Clean Ganga (NMCG) entrusted the Wildlife Institute of India, (WII) with a project titled "Biodiversity Conservation and Ganga Rejuvenation" for developing a science-based aquatic species restoration plan for the Ganga River by involving multiple stakeholders. As a part of this project, the WII developed a trained cadre of volunteers from the local community, known as *Ganga Prahari*. These Ganga Prahari work for biodiversity conservation and Ganga rejuvenation. Livelihood and skill enhancement activities carried out through the project aligned Ganga's conservation through livelihood centers and innovative mobile livelihood centres in *Jalaj*. The business model created thus was recognized and replicated by district as well as state administrations all over the Ganga River states. Considering the significance of the tributaries of the Ganga River as habitat for the aquatic species and the need to involve the local communities all along the Ganga basin, the NMCG granted WII a second phase of the project. The second phase of the project "Planning and management for aquatic species conservation and maintenance of ecosystem services of the Ganga Basin for a clean Ganga" is being carried out all over the Ganga basin, since 2020. The project is replicating and upscaling the conservation efforts in the entire Ganga basin. Linking local livelihoods with the conservation initiative,

through training and the establishment of livelihood centers, was one of the primary goals of the project, it was realized that these initiatives could be taken up as a model for the *Arth Ganga* program. Thus, the proposed project aims to realize Arth Ganga in the Ganga River basin by linking local livelihoods with aquatic conservation, through Jalaj – a model for symbiotic linkages between river and people.

Jalaj is a concept to establish symbiotic linkages between river and people. Jalaj centers are also visualized as models for livelihood diversification, through the promotion of local produce, and are aimed as the models for strengthening women's participation in ecological and economic spheres. Communities thus empowered, will be resilient, and will make informed decisions related to natural resources. The Jalaj models are also envisioned as tools to achieve Sustainable Development Goals (SDGs) and would act as models for nature-based solutions for addressing climate change and providing human well-being and biodiversity benefits by protecting, sustainably managing, and restoring ecosystems.

#### **AIM**

The proposed project aims to realize Arth Ganga in the Ganga River basin by linking local livelihoods with aquatic conservation, through Jalaj – a model for symbiotic linkages between the river and people.

### **OBJECTIVES**

The aim will be achieved with two objectives:

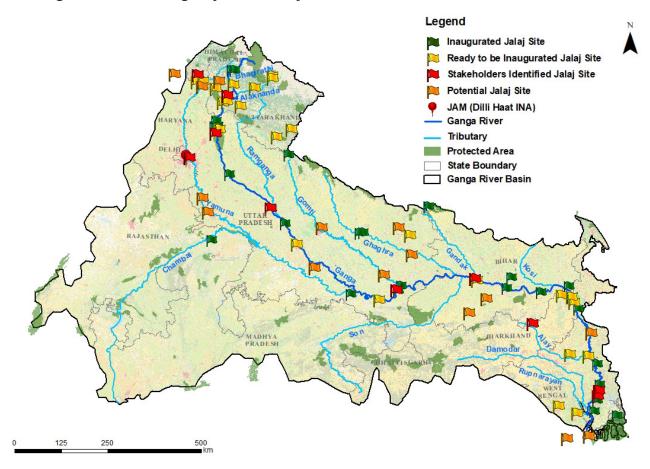
- 1. To establish 75 Jalaj for realizing Arth Ganga in the Ganga River Basin by linking conservation and livelihoods.
- 2. To create societal awareness towards aquatic biodiversity conservation in the Ganga River Basin.



# 1.1. ESTABLISHMENT OF JALAJ

On the auspicious occasion of "Yamuna Par Azadi Ka Amrit Mahotsav" the Hon'ble Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat inaugurated 26 of the total 75 Jalaj sites along the main stem of the Ganga River. Additionally, 24 sites have been developed in the project's initial phase and are now ready to be inaugurated.

To ensure the sustainability of the conservation efforts key stakeholders have been identified at select 10 sites along with the remaining 15 potential Jalaj sites.



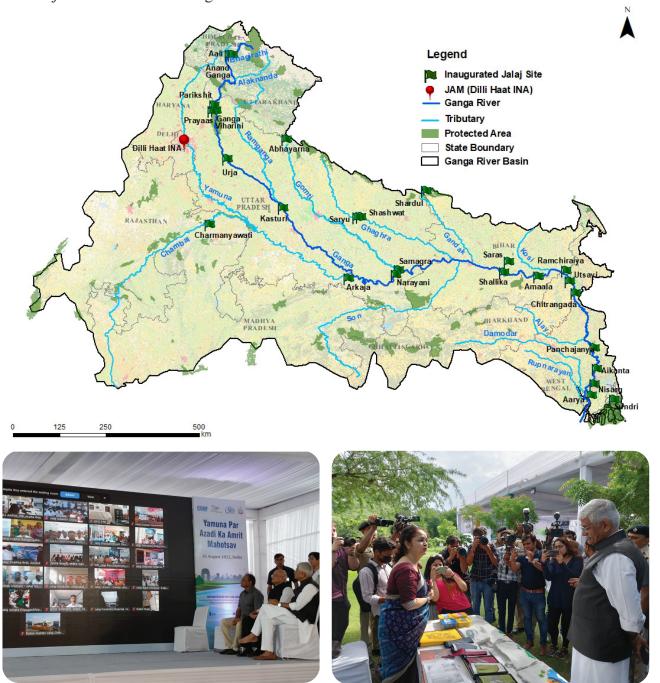




# 1.1.1. Inaugurated Jalaj Sites (N=26)

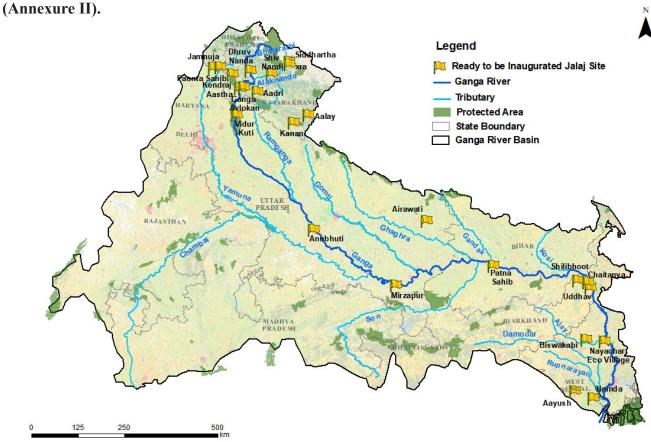
Diverse models of Jalaj have been established across the Ganga River basin at selected locations. A total of twenty-six (26) Jalaj centers have been established across twenty (20) districts within six (6) states in the Ganga River Basin. Uttar Pradesh leads with the highest number hosting ten (10) Jalaj centers in eight (8) districts. Uttarakhand hosts two (2) Jalaj centers in one (1) district. Bihar has three (5) Jalaj centers in four (4) districts each. West Bengal accommodates six (6) Jalaj centers in five (5) districts, Jharkhand and Madhya Pradesh feature one (1) Jalaj center in one (1) district each (Annexure I).

Jalaj Awareness & Monitoring Center (JAM) at Dilli Haat, INA in New Delhi has been inaugurated to link all the Jalaj centers across the Ganga Basin.



# 1.1.2. Ready for Inauguration Jalaj Sites (N=24)

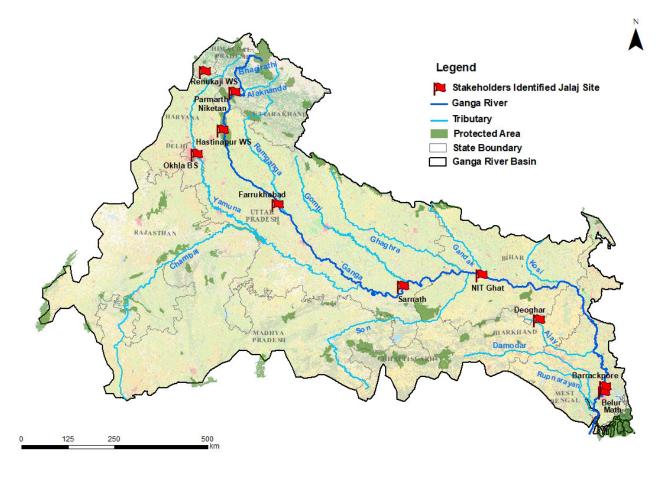
A total of twenty-four (24) Jalaj sites are ready to be inaugurated in twenty-two (22) districts of seven (7) states across the Ganga River Basin. Uttarakhand leads with the highest number of ready-to-inaugurate Jalaj sites, with ten (10) Jalaj centers spread across eight (8) districts. Uttar Pradesh and West Bengal host four (4) ready-to-be inaugurated Jalaj sites in four (4) districts each. Meanwhile, Bihar has one (1) Jalaj site ready to inaugurate in one (1) district and Jharkhand have three (3) Jalaj sites ready for inauguration anticipated in one (1) district, while Himachal Pradesh and Haryana are set to have one (1) Jalaj site each





# 1.1.3. Upcoming Jalaj Sites (N=10)

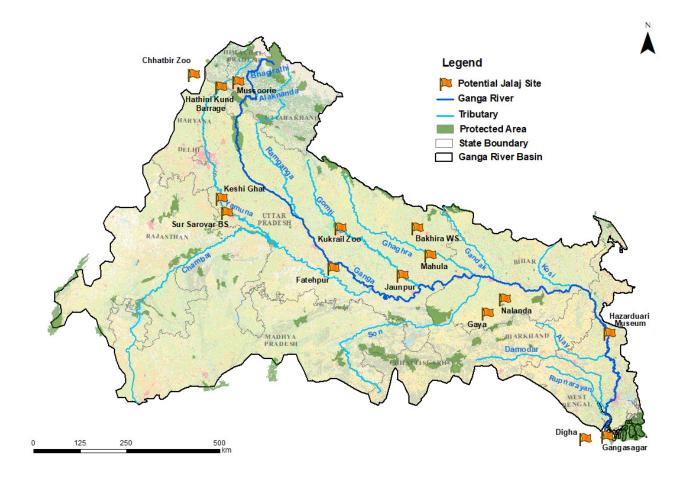
Meetings have been initiated with an array of stakeholders, including; Ganga Prahari, local community members, local NGOs, State Zoo Authority, State Forest Departments, religious groups, and district administration, etc. in ten (10) different sites of ten (10) districts spread across six (6) states of Ganga River basin. Among them, Uttar Pradesh leads with four (4) sites, followed by West Bengal with two (2) sites and one each in Bihar, Himachal Pradesh, Uttarakhand, and Jharkhand (Annexure III). Ground work including; local market surveys, refurbishment of selected sites, etc. has been initiated.





# 1.1.4. Potential Jalaj Sites (N=15)

A total number of 15 potential Jalaj sites have been identified in 15 districts of five Ganga River basin states where community mobilization, liaison with local administration including State Forest departments, meetings with Ganga Prahari, and market surveys have been initiated. A maximum number of sites, seven (07) have been identified in Uttar Pradesh followed by three (3) sites in West Bengal, two (2) in Bihar, two (2) in Haryana, and one (1) site in Uttarakhand (Annexure IV).





# 2.1. Community Empowerment through Jalaj

Thirty (N=30) Self Help Groups have been identified and linked to various Jalaj sites comprising 92% of female presentation (315 females out of 342 persons). A total of 821 Ganga Prahari, including 537 females (65% females) have been linked with freshwater conservation activities through Jalaj centers. A total of fifty-six (56) products from various Jalaj centers across the Ganga River basin namely; Jalaj Aarya, offers environment-friendly items, like; Cotton bags and Cotton sanitary pads alongside culturally significant Ganga Avataran (Descent of Ganga) Sarees and Junk jewellery. Jalaj Amala contributes Herbal soaps and Bamboo products, while Jalaj Ganga Viharini offers Handloom cloth bags and Tie and dye dupattas, incorporating traditional craftsmanship. Meanwhile, Jalaj Jamnuja presents spiritual offerings such as Dhoopbatti and Laddu prasad. Additionally, Jalaj Kendraj links a diverse range of Ganga Prahari products, including; local millets like Jhangora (Barnyard millet) and Mandua (Finger Millet), along with Handloom T-shirts and Apricot Oil. Jalaj Shardul promotes sustainability with Cloth bags and Herbal soaps, and Jalaj Sundari features elegant Batik print sarees and local specialties; like; Sunderban honey,

displaying the rich cultural and ecological heritage of the Ganga Basin through these artisanal creations with contributions by artisans from different states across the Ganga Basin, Jalaj products are not only conserving local traditions but also promoting sustainable practices and community empowerment. More than 3,00,000 beneficiaries have benefitted directly and indirectly through initiatives of Jalaj. A profit of more than Rs. 42,00,000 was collectively earned through the sale of products made by Ganga Prahari and services rendered by them as well as through eco-tourism-based Safari rides at sixteen (N=16) locations.



# Sale Proceeds of Inaugurated Jalaj Sites (N= 26)

Jalaj Name	Jalaj Type	District	State	Total Sales
Aali	Souvenir Shop	Uttarkashi	Uttarakhand	50,000
Anand Ganga	Homestay	Uttarkashi	Uttarakhand	4,00,000
Ganga Viharani	Jalaj Safari, Awareness Corner & Sale Point	Bijnor	Uttar Pradesh	2,55,465
Prayaas	Food Processing & Preservation Unit	Muzaffarnagar	Uttar Pradesh	76,740
Parikshit	Jalaj Safari	Muzaffarnagar	Uttar Pradesh	4,80,000
Urja	Jalaj Safari & Awareness Corner	Bulandshahr	Uttar Pradesh	Initiated recently
Arkaja	Jalaj Safari	Prayagraj	Uttar Pradesh	2,92,925
Samagra	Jalaj Safari & Livelihood Centre	Varanasi	Uttar Pradesh	1,67,000
Narayani	Beauty & Wellness Centre	Varanasi	Uttar Pradesh	1,20,720
Kasturi	Jalaj Safari & Livelihood Centre	Kannauj	Uttar Pradesh	4,80,000
Abhyaranya	Souvenir Shop	Pilibhit	Uttar Pradesh	5,000
Shashwat	Jalaj Safari, Awareness Corner & Sale Point	Ayodhya	Uttar Pradesh	1,87,000
Sarayu	Production Unit	Ayodhya	Uttar Pradesh	45,000
Amala	Livelihood Centre	Bhagalpur	Bihar	56,000
Shardul	Souvenir Shop & Livelihood Centre	West Champaran	Bihar	80,000
Saras	Jalaj S afari	Begusarai	Bihar	3,16,800
Ram Chiraiya	Awareness Corner	Katihar	Bihar	12,000
Shallika	Awareness Corner & Jalaj Safari	Begusarai	Bihar	5,000
Utsavi	Jalaj Safari & Livelihood Centre	Sahibganj	Jharkhand	1,20,000
Chitrangada	Awareness Corner & Jalaj Safari	Murshidabad	West Bengal	3,12,005
Nisagra	Awareness Corner & Sale Point	Kolkata	West Bengal	3,07,839
Panchjanya	Awareness Corner & Sale Point	Nadia	West Bengal	5,690
Aarya	Training Centre & Production Unit	South 24 Parganas	West Bengal	1,82,915
Aikanta	Jalaj Safari	Hooghly	West Bengal	3,80,000
Sundari	Awareness Corner & Livelihood Centre	South 24 Parganas	West Bengal	7,97,970
Charmanyawati	Awareness Corner	Morena	Madhya Pradesh	NA

# Sale Proceeds of Ready to Inaugurate Jalaj Sites (N= 24)

Jalaj Name	Jalaj Model/ Type	District	State	Total Sales
Dasam	Awareness Corner & Sale Point	Sirmaur	Himachal Pradesh	80,800
Kanan	Souvenir Shop	Nainital	Uttarakhand	62,850
Aalay	Home Stay	Champawat	Uttarakhand	90,000
Siddhartha	Awareness Corner,Homestay &Sale Point	Chamoli	Uttarakhand	6,56,600
Shiv Nandi	Home Stay	Rudraprayag	Uttarakhand	1,47,000
Aadri	Home Stay	Pauri Garhwal	Uttarakhand	7,60,000
Dhruv Nanda	Home Stay	Tehri	Uttarakhand	16,20,000
XRA	Home Stay	Chamoli	Uttarakhand	15,50,000
Kendraj	Sale Point	Dehradun	Uttarakhand	3,43,604
Ganga Avlokan	Souvenir Shop	Haridwar	Uttarakhand	95,790
Astha	Awareness Corner	Pauri Gharwal	Uttarakhand	NA
Jamnuja	Awareness Corner & Sale Point	Yamuna Nagar	Haryana	22,000
Vidur	Livelihood Centre and Sale Point	Bijnor	Uttar Pradesh	26,800
Airawati	Souvenir Shop & Awareness centre	Gorakhpur	Uttar Pradesh	18000
Vindhya	Jalaj Safari, Awareness Corner & Sale Point	Mirzapur	Uttar Pradesh	28,500
Anubhuti	Awareness Corner	Kanpur	Uttar Pradesh	NA
Ashoka	Souvenir Shop & Livelihood Centre (Tikuli Art)	Patna	Bihar	1,80,000
Shilibhoot	Souvenir Shop	Sahibganj	Jharkhand	Initiated recently
Chaitanya	Souvenir Shop	Sahibganj	Jharkhand	Initiated recently
Uddhav	Jalaj Safari & Souvenir Shop	Sahibganj	Jharkhand	Initiated recently
Nayachar Eco Village	Homestay, Awarness Corner & Jalaj Safari	Nadia	West Bengal	3,48,000
Amnay	Awarness Corner	Purba Medinipur	West Bengal	NA
Aayush	Health & Wellness Center	Medinipur	West Bengal	Initiated recently
Biswakabi	Awareness Corner & Sale Point	Birbhum	West Bengal	Initiated recently

# ENSURING SUSTAINABILITY THROUGH LINKAGES & COLLABORATIONS

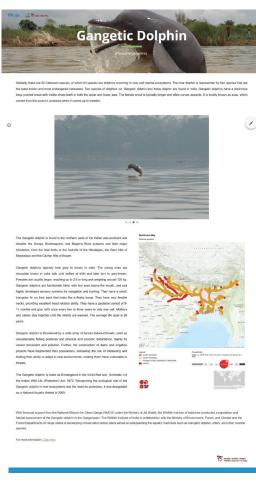
National	Regional	Local
Ministry of Rural Development  • National Rural Livelihood Mission	Jharkhand State Livelihood Promotion Society     State Bank of India- Rural Self Employment Training Institute     Bank of India- Rural Self Employment Training Institute	District Rural Development Society
Ministry of Jal Shakti  Department of Water Resources, River Development & Ganga Rejuvenation		District Ganga Committees
Ministry of Environment, Forest & Climate Change	State Zoo Authorities     State Forest Departments	<ul> <li>Haiderpur</li> <li>Wetlands, Uttar Pradesh</li> <li>( Ramsar Site)</li> <li>Kanwar Lake Bird Sanctuary,</li> <li>Bihar (Ramsar Site)</li> <li>Sundarbans National Park,</li> <li>West Bengal (Ramsar Site)</li> </ul>
Ministry of Cooperation		Rangabelia Mahila Industrial Cooperative Society, South 24 Parganas, West Bengal
Ministry of Urban Development		Municipal Councils
Ministry of Youth Affairs & Sports • Nehru Yuva Kendra Sangathan		
Ministry of Personnel, Public Grievances & Pensions		District Collectorate Offices

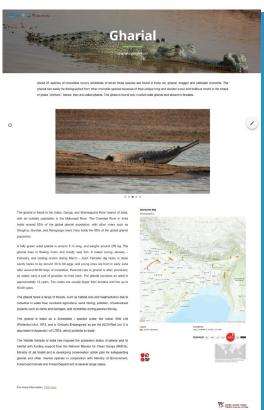
National	Regional	Local
Ministry of Ports, Shipping & Waterways  Inland Waterways Authority of India	Inter-state Ferry Service Committee	
Ministry of Agriculture & Farmers Welfare  • Department of Agriculture & Farmers Welfare  • Central Inland Fisheries Research Institute  • Indian Council of Agricultural Research  • Department of Horticulture		
		Non-Governmental Organisations • Kankura Masat Social Welfare Society, Diamond Harbour, South 24 Parganas (West Bengal) • Srishti Ganga Prahari Environment & Welfare Society, Bhagalpur (Bihar)
		Religious Institutions International Society for Krishna Consciousness (ISKCON), Mayapur (West Bengal) International Society for Krishna Consciousness (ISKCON), Sahibganj Kalesar Mahadev Math Mandir, Yamuna Nagar (Haryana) Shri Gauri Shankar Mahadev Mandir, Kaithi, Varanasi (Uttar Pradesh)

# 2.2. Linking Aquatic Conservation, Livelihood through digital media and e-commerce

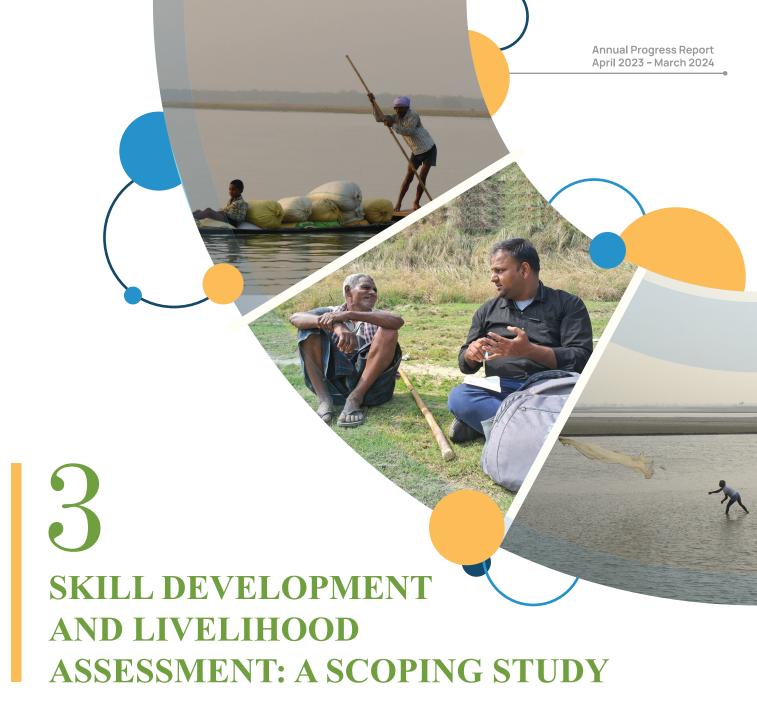
In line, with the overarching goal of linking aquatic conservation with livelihood through digital media & e-commerce, the Jalaj project is currently developing a comprehensive website that will serve as an online central unit and hub for all Jalaj models. This website prototype aims to seamlessly integrate various aspects of the Jalaj initiative, providing visitors with easy access to information about conservation efforts, sustainable livelihood opportunities, and eco-friendly products available for purchase. By consolidating all Jalaj models onto a single platform, the website will offer a user-friendly interface for both stakeholders and the general public to engage with and support the mission & vision of the project. From showcasing success stories of aquatic conservation to facilitating online sales of locally-made goods, the Jalaj website prototype represents a significant step forward in promoting environmental sustainability and community empowerment across the Ganga River Basin.











To ensure the sustainability of conservation efforts, the involvement of multiple stakeholder groups for a holistic management of the aquatic ecosystem important as it is critical to consider the needs, aspirations, and vulnerabilities of riverside communities. These communities living on the edges of freshwater ecosystems often have a deep connection with rivers and rely on natural resources for their livelihoods and well-being. Therefore, understanding the communities for management strategies can be more effective and sustainable.

Riverside communities often have unique knowledge about the local ecosystem and its resources, which can be valuable in developing conservation plans that are both environmentally sound and socially equitable. Moreover, recognizing the vulnerabilities of fringe communities is essential for sustainable management. These communities may be disproportionately affected by any changes in the ecosystem, such as pollution, habitat degradation, or resource depletion. By considering their vulnerabilities, management strategies can be designed to mitigate negative impacts on these communities and make them resilient to shocks and stress.

Thus, integrating the needs, aspirations, and vulnerabilities is fundamental in achieving sustainability, equity, and inclusivity in conservation efforts (Allendorf, 2010; Garekae et al. 2016). By engaging with these communities and incorporating their perspectives into decision-making processes, it is possible to develop more effective and holistic approaches to preserve and manage aquatic ecosystems for the benefit of both the environment and the people who depend on it.

# 3.1. Sustainable Livelihood Framework

To understand the socio-economic scenario of the local communities residing in the Ganga River Basin, the present study has adopted the Sustainable Livelihood framework (SLF) for assessing the skills and livelihood assets. The SLF is a holistic approach to understanding and enhancing the livelihoods of people, particularly those belonging to economically weaker section (Fig.1). The SLF was first developed in the 1990s and has been widely used, particularly in the global South, to provide analytical frameworks for the creation of pro-poor and sustainable development policies. Since the 1990s, the SLF has been actively employed by a number of organizations, including the UK's Department for International Development (DfID), the UN system, which includes the Food and Agriculture Organization (FAO), United Nations Development Program (UNDP), and national governments. One of the framework's most notable accomplishments is that it has helped to cause a substantial shift in development theory, emphasizing the need to reduce poverty by making direct investments in raising household welfare. This paradigm has made it easier to prioritize people as the main subjects of policy planning and design, which have improved the opportunities for comprehensive solutions to reduce poverty. The SLF has been acknowledged in Carney (2003) as providing the foundation for significant national and international development strategies as well as research methodologies. Ashley and Carney (1999), DfID (1999), and Scoone (1998) state that the SLF keeps homes and individuals at the center of the analysis.

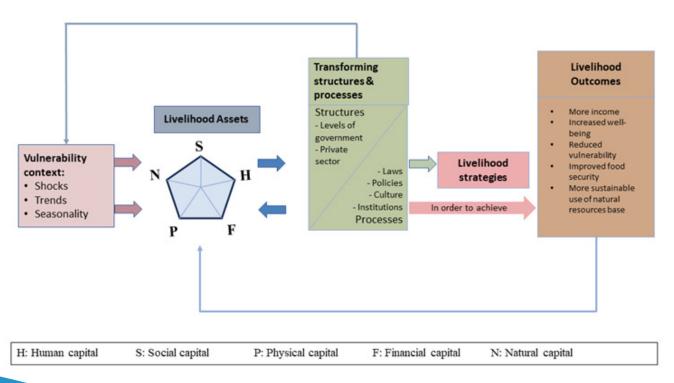


Fig.1 Sustainable Livelihood Framework (DfID, 1999)

At the core of the framework are five types of capital assets that people draw upon to build their livelihoods: Human, Social, Natural, Physical, and Financial Capital.

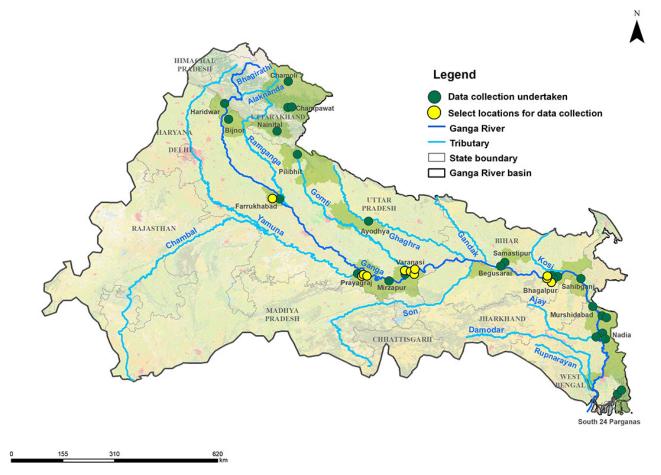
- Human capital refers to the skills, knowledge, and health that enable people to pursue different livelihood strategies This includes traditional knowledge and skills. For e.g. cultivation and value addition of millets, depiction of folkore portraying harmonious relationship of man and nature through traditional art forms like Madhubani, Mithila, Alpona etc.
- Social capital encompasses the social resources people can access, such as networks, relationships of trust, and formal and informal groups.
- Natural capital includes the natural resources and environmental services people rely on, like river, wetland, forest, mangrove and its floral and faunal diversity.
- Physical capital consists of the infrastructure, tools, and technology that support livelihoods, such as roads, buildings, and agricultural equipment.
- Financial capital includes the financial resources people use to achieve their livelihood objectives, including savings, credit, and remittances.

SLF emphasizes that people's livelihoods are shaped by a complex interplay of these capital assets, the vulnerability context they operate in (shocks, trends, and seasonality), and the policies, institutions, and processes that mediate their access to assets. Livelihood strategies are the combination of activities that people undertake to achieve their livelihood goals, which in turn lead to livelihood outcomes such as income, well-being, and food security.

# 3.2. Methodology

The present study is a scoping assessment of the available livelihood options and challenges. Therefore, we have identified the sample households from only select sites spread across the Ganga River Basin. The study was conducted in 240 household at various locations. In the current financial year, data has been collected based on purposive sampling in 50% households (N=120) in Uttarakhand, Uttar Pradesh, Bihar, Jharkhand and West Bengal.





# 3.2.1. Method and tools of data collection and analysis

**1. Survey method:** Household level data was collected from 120 respondents using questionnaire of both open and close ended nature. The survey was conducted for comprehensive insights aimed at enhancing the socio-economic status of marginalized riverside communities. Through the questionnaire, it is anticipated that a road map to informed decision-making can be made that will ultimately contribute to sustainable development in the regions under study. The structure of the questionnaire is as follows:

a. Demographic details: Age, Gender, Household population, etc.
b. Source of income: Agriculture, Livestock rearing, Dailywage, etc.
c. SWOT analysis: Strenght, Weakness, Opportunity, Threats
d. Availability of capitals: Human, Physical, Natural, Financial, Social
e. Vulnerabilities: Shock and Stress
f. Role of institutions: Gram panchayat, Police station, School, Health, etc.
g. Effect of government policies and schemes

h. Social practices: Child marriage, Forced Marriage, Witch hunting, etc.

**2. Participatory Rural Appraisal (PRA) techniques:** To validate the data collected from survey, PRA tools were adopted. PRA serves as a collected platform for local communities to share, analyze, evaluate, and enhance their livelihood experiences and living conditions. By listening to the voices of those impacted by poverty, PRA enables a deeper understanding of the complex dynamics of livelihood strategies and the factors influencing them. One of the key strengths of PRA lies in its ability to empower participants to take an active role in presenting their own information, drawing conclusions, and offering solutions (Sontakki et al., 2019).



**3. Focus Group Discussions (FGD):** FGD with 31 Women Self-Help Groups (SHGs) were conducted to document the processes and challenges involved in collective interventions to undertake livelihood based schemes/policies. Key informant interview (KII) was done with Gram Pradhan, SHGs, Jeevika Sakhi, Pashu Sakhi, Bank Mitra, Block Project Manager, Block Coordinator of State Rural Livelihood Mission and Forest Department to gather secondary intricate information on the village profile.





- **4. Resource Mapping:** It was conducted to get an overview of the five livelihood assets at representative select location as mentioned in Fig.1.
- **5.** Crop seasonal calendar: It was used to document the pattern of cropping and engagement timeline so as to plan the interventions accordingly ensuring maximum participation.
- **6. Problem tree analysis:** As used by Madu et al. (2018) for solving poverty related issues, problem tree technique has been developed. It is a type of drawing that resembles a tree. The roots of the tree, in the lower part of drawing, metaphorically represent the causes of the main problem. The trunk at the centre of the drawing represents the main problem and the tree branches, on the upper side of the drawing, provide a visual representation of the effects of the main problem.

Primary data was interpreted using descriptive and inferential statistics (Mann-Whitney U test) using PAST 4.03.

### 3.3. Results and Discussion

# 3.3.1. Demographic profile of respondents (N=120)

The average household members among the study sample is 5. Here, 81% of the respondents were male. The major section i.e. 60% belong to the age category of 31 to 50 (Fig.2).

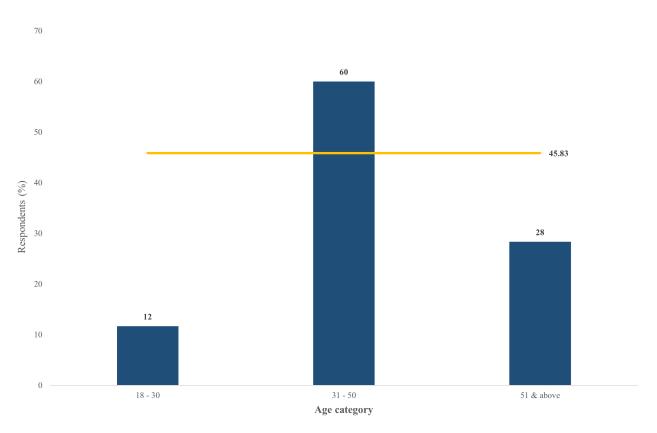


Fig.2 Age of respondents

The below Fig.3 depicts that only 1% and 4% of respondents have attained post-graduation and graduation level of education, respectively.

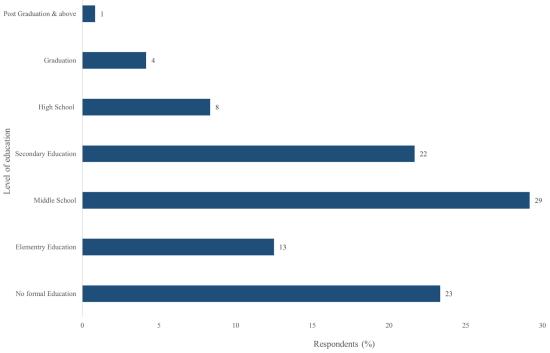


Fig.3 Education qualification of respondents

# 3.3.2. Source of income

The study has recorded seven livelihood options namely; Agriculture, Livestock rearing, Business, Fish based income, Dairy farming, Art and handicraft, Daily wage. "Others" constitute options: like, beauty parlour, income from house/shop tenants etc. The below Fig.4 shows that income from daily wage contributed highest percentage to the annual income, followed by agriculture. On the similar lines, Kumar et al. (2019) highlighted the increase in daily wage labours in Eastern India. In the study sites, wage labour consist of agriculture based, construction sites including riverfront development, crematorium, MGNREGA, Sewage Treatment Plant, Creation of ghats etc.

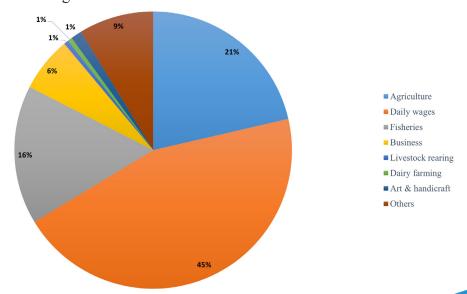


Fig.4 Percentage contribution to annual income from various livelihood options

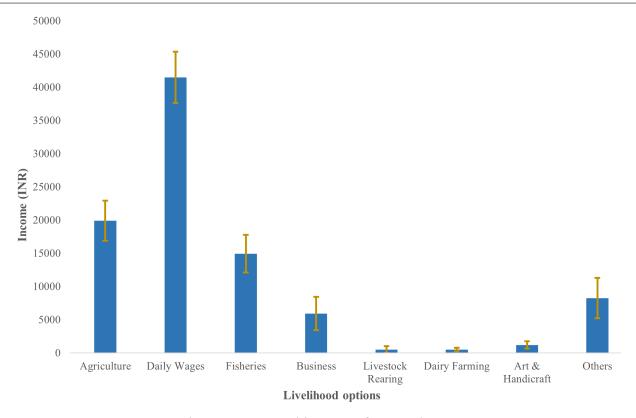


Fig.5 Mean annual income of respondents

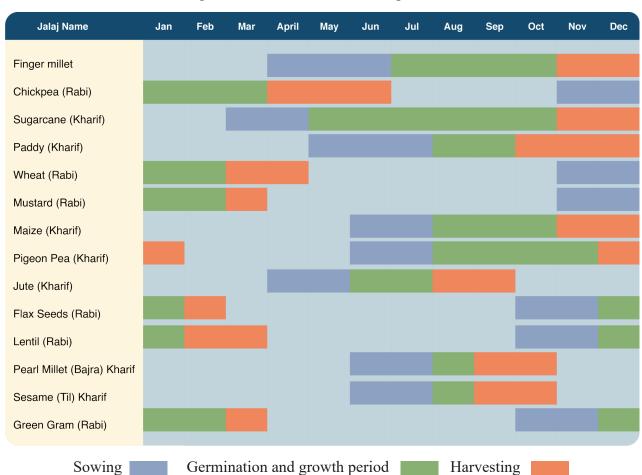


Fig.6 Crop seasonal calender

Table 1 and Fig.5 gives a clear representation of the mean income from each livelihood option. The crop seasonal calendar (Fig.6) shows that 14 various types of both rabi and kharif crops are cultivated.

Table 1. Mean annual income of respondents

Type of Activities	Agriculture	Daily Wages	Fisheries	Business	Livestock Rearing	Dairy Farming	Art & Handicraft	Others
Mean	19890.76	41475	14941.67	5916.67	500	487.50	1183.33	8247.86
Income±	±	±	±	±	±	±	±	±
SE	3036.07	3854.60	2826.21	2498.11	500	269.57	549	3046.06

# 3.3.3. SWOT analysis

A SWOT analysis of livelihood examines the strengths, weaknesses, opportunities, and threats associated with various aspects of individuals' means of making a livelihood.

# **Agriculture and Farming**

	8	8	
Strength	⊖ <b>O</b> ⊕ Weakness	Opportunities	Threats
Rice, wheat and lentils like green gram (Mung)	Diminishing land holding	<ul> <li>Cultivation of vegetables like chillies, onion, potato, French beans and other cash crops like turmeric, Ginger, Garlic etc.</li> </ul>	Heavy Rainfall
<ul> <li>Conducive soil (most fertile soil along the Ganga River basin and climate</li> </ul>	Limited access to finance		Excessive Floods
Skilled workforce	Seed availability		Crop damage due to pest attack
			<ul> <li>Crop damage by wild animals Wild boar (Sus scrofa), Nilgai (Boselaphus tragocamelus)</li> </ul>
			Drought

# **Embroidery, Sewing and Stitching**

Strength	⊖ ⊕ Weakness	Opportunities	Threats
<ul> <li>Strong cultural heritage and skilled artisans</li> </ul>	Inconsistent demand and supply chain	<ul> <li>More trainings required in the skills like Kantha embroidery, textile designing</li> </ul>	Excessive competition faced from mechanized production and cheaper variants
Multiple trainings imparted on sewing & stitching	Unavailability and cost of raw materials	<ul> <li>Surge in demand of handloom items in metropolitan cities with enhanced pricing of the products.</li> </ul>	Lack of brand recognition
	Maintenance of equipment		
	High transportation cost at remote locations		

# **Art and Handicrafts**

Strength	⊖ <b>O</b> ⊕ Weakness	Opportunities	Threats
•Diverse product ranges	Labour intensive hence requires more time and labour to make products.	<ul> <li>Advance trainings required in making customised pine needle baskets, incense sticks making from cow dung, lac bangles, basket weaving, cloth painting etc.</li> </ul>	Seasonal availability of raw materials
Low labour cost			<ul> <li>Disruption in demand and supply chain</li> </ul>
Native knowledge			

# **Food Processing**

Strength	⊖ ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) (	Opportunities	Threats
Millet-based value products	<ul> <li>Shelf life is lower than the products manufactured at industrial level</li> </ul>	Trainings required in steeping tea from stinging nettle (Urtica dioica)	High competition faced by large scale industrial production
<ul> <li>Pickles, juices, jams, squashes</li> </ul>	<ul> <li>Seasonal availability of raw materials (mangos, carrots, amla)</li> </ul>	Training required in making pickles from <i>Lingda</i> (Fiddlehead Fern)	
Traditional know-how	Lack of infra- structure facilities	<ul> <li>More trainings required in making millet based value products.</li> </ul>	
<ul> <li>Easy availability of raw materials, trainers, trainees</li> </ul>			

# **Poultry Farming, Goat Farming and Livestock Rearing**

Touting Tarining, Goat Larining and Divestock Rearing					
Strength	© ⊕ Weakness	Opportunities	Threats		
<ul> <li>Traditional know-how of upkeep of animal husbandry, poultry</li> </ul>	<ul> <li>Frequent weakness &amp; low availability of veterinary hospitals</li> </ul>	<ul> <li>Training in better breeding practices, value addition through dairy processing can be done.</li> </ul>	Disease eventually leading to mass death		
	<ul> <li>Low availability of fodder</li> </ul>				



Value added Products (Incense sticks and cones, soaps, rose water)

Strength	⊖ <b>T</b> ⊖ Weakness	Opportunities	Threats
Affordable pricing	Shelf life is lower than the normal soaps (FMCG)	Trainings required in making handcrafted organic soaps and organic shampoos	Disruption in demand supply chain due to several
Unique variant in case of organic soaps			Lack of brand recognition
<ul> <li>Community support</li> </ul>			



# **Fish based Income**

Strength	⊖ <b>O</b> ⊕ Weakness	Opportunities	Threats
<ul> <li>Means of self-sufficiency and also a meal for sudden guests' visits</li> </ul>	Lack of scientific knowledge and infrastructure for fish farming	Fishery ponds and seeds can be provided through relevant line department	Prevention of fishing due to PA guidelines in PA such as Vikramshila Gangetic Dolphin Sanctuary, Hastinapur WLS, National Chambal Sanctuary etc.
• The catch is good for 6-7 months in year. A family can earn Rs 18,000- 20,000 per month in these months.	High cost of net and catch varies per month	Fishing net can be subsidised by the government	Flood and Siltation
<ul> <li>Wetlands of Ganga River Basin such as Haiderpur Wetland, Dahab heel, Kabartaal etc. act as a source population to many fish that flows to tributaries</li> </ul>			Fish stealing by miscreants from fisheries



# 3.3.4. Capital Endowments

Local community require a range of assets to achieve positive livelihood outcomes. Different combinations and components of capital assets are mentioned below:

# 3.3.4. (a) Human capital

Highest section of the respondents i.e. 29% possess the skill of farming, such as, sowing seeds, transplantations, weed removal, and harvesting. Only 4% of the respondents possess the skills of value addition and food processing, such as, pickle making, ladoo making, Ready To Serve beverages, and mechanical skills, respectively. It is important to note that despite the low level of skill in the aforementioned areas, majority of the respondents have shown interest to undertake skill development training for the same.

The below Fig. 7 shows that 21% of the respondents possess the skill of sewing and tailoring. However, the previous Fig. 5 shows that in composition of annual income, there is no contribution from sewing. In the study site, it was evident from FGDs, that women majorly undertake skill training for sustenance rather than income generation. A similar study by Bayu (2021) Shebel Berenta District, Amraha region of Ethopia argued that negative outlook to handicrafts, shortage of working age capital, limited market demands, the absence of institutional supports, lack of skill training, absence of technology, and laws and regulations were challenges women face to participate in non-farm rural activities, while the presence of family support, natural resources, business plan preparation and mutual support in their own association were the opportunities for women to participate in non-farm activities.

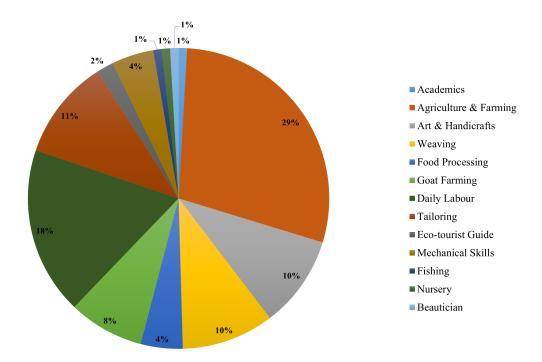


Fig. 7 Skills possessed by respondents

#### 3.3.4. (b) Physical capital, financial capital and social capital

The study recorded Primary Health Centres, Anganwadi, Lower Primary Schools, religious institutions, financial institutions, playground and, rice mill, small scale jaggery processing units, battery operated rickshaws as means of public transport within the village vicinity (Fig.8 a,b). No signs of child marriage or forced marriage and violence against widow was recorded in the study villages. Mutual support from neighbours during pre and post-natal care, weddings, funeral and financial crisis was recorded.



Fig. 8 Resource map of (a) Rangabelia, Gosaba Island, Sunderban, West Bengal and (b) Tersiya, Vaishali, Bihar

#### Credits and loans

Maximum portion of respondents (92%) have savings in national and micro-finance institution like Bandhan Bank, State Bank of India, Punjab National Bank, Central Bank of India and 4% of respondents does monetary transaction in Indian Post office (Fig.9).

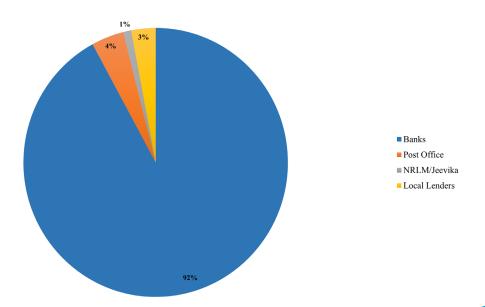


Fig.9 Credit and forms of savings by respondents

#### 3.3.4. (c) Natural capital

Table 2 depicts the list of natural resources on which the community is directly or indirectly dependent for domestic and commercial purpose. The fruit species that have been mentioned below are often used for value addition in the form of pickle, ready to serve drinks, chutneys, squash etc.

Table 2: List of natural capital

	4
Bamboo	Dendrocalamus strictus, Bambusa arundinacea, Bambusa tulda, Bambusa nutans, Bambusa Vulgaris, Dendrocalamus hamiltonii, Bambusa balcooa, Bambusa bambos
Reed	Saccharum munja, Saccharum spontaneum, Cynodon dactylon, Cyperus rotundus, Muhlenbergia capillaris
Fish	Tor putitora, Schizothorax richardsonii, Tor tor, Anguilla bengalensis bengalensis, labeo Bata, Rita rita, Macrognathus aral, Chanda nama, Salmophasia bacaila, Mystus tengara, Puntius ticto, Eutropiichthys vacha, Labeo calbasu, Labeo rohita, Wallago attu, Labeo angra, Johnius coitor, Puntius sophore, Setipinna taty, Clupisoma garua, M. pancalus, Gudusia chapra, Gonialosa manmina, Tenualosa ilisha, Catla catla, Ompok pabda, Cirrhinus mrigala, Chitala chitala, Notopterus notopterus, Heteropneustes fossilis, Clarias batrachus
Fruit	Citrus sinensis, Prunus armeniaca, Morus sp., Syzygium cumini, Ziziphus mauritiana, Aegle marmelos, Magnifera indica, Phyllanthus emblica, Artocarpus heterophyllus, Psidium guajava, Annona Squamosa

Bamboo is mostly collected for handicraft making, residential compound fencing, machan making, livestock shed etc. The market price per bamboo varies from 120 INR/- to 180 INR/- depending upon the species. Reeds species, such as, *Saccharum munja* is collected from the fringes of the wetlands, sundried and weaved into multi-purpose baskets of varying sizes. Fish species commonly collected for marketing are *Chitala chitala* at 1080 INR/kg, *Catla catla* at 180 INR/kg, *Puntius sophore* at 300-400 INR/kg, *Labeo rohita* at 180 INR-250 INR/kg, *Chanda nama* at 150 INR/kg and *Tenualosa ilisha* at 1800 INR/kg.

#### 3.3.5. Vulnerabilities

High number of respondents (N=100) opines flood to be one of the most critical factor posing risk to human health, livestock, crop and physical property (Fig. 10). More than two-third of respondents opine

crop depredation by Nilgai (*Boselaphus tragocamelus*), Spotted deer (*Axis axis*), Wild pig (*Sus scrofa* )and livestock depredation by Royal Bengal Tiger (*Panthera tigris tigris*), Asian Elephant (*Elephas maximus*) and Crocodile (*Crocodylus palustris*) and human causality by Salt water crocodile (*Crocodylus porosus*) to be a major threat under Human-Wildlife Conflict.

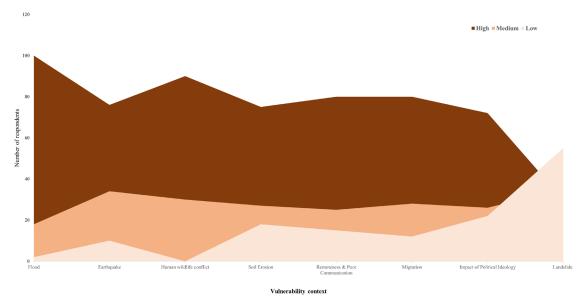


Fig.10 Livelihood vulnerability context in Ganga River Basin





In the context of labour migration, the push factors are often characterized by the lack of job opportunities in sending areas; and the pull factors are the economic opportunities available in the receiving areas. Todaro (1969) tried to explain migration in developing countries in terms of push and pull factors respectively. Unemployment, flood, earthquake, drought etc., are the push factors. Pull factors that determine migration such as attraction of city life for education, health, development of backward community, job opportunities and training facilities and so on. Richardson (1973) highlighted that migrant tend to move from low wage to high wage areas and from areas of labour surplus to those with labour shortages.

#### 3.3.6. Access to government initiatives

An impact evaluation of pre and post Jalaj intervention hints at an enhanced annual income for the SHGs (N=31) associated with various Jalaj centres established in Uttarakhand, Uttar Pradesh, Bihar, Jharkhand and West Bengal. It was noted that Srishti Ganga Prahari Environment and Welfare Society, followed by Tikuli and Mithila Art Society in Bihar (Fig.11) recorded highest income from various products wherein the SHGs have been trained in organic soap making, packaging, branding and marketing at local to national level Jalaj centres. The members from Tikuli and Mithila Art Society were sensitised and trained on the importance incorporating motifs depicting freshwater biodiversity animal species and mythological characters attached with key aquatic species like Goddess Ganga riding a crocodile, incarnation of Hindu lord Vishnu as fresh water turtle, fish etc. The SHG wise list of products/services has been attached in **Annexure V**.

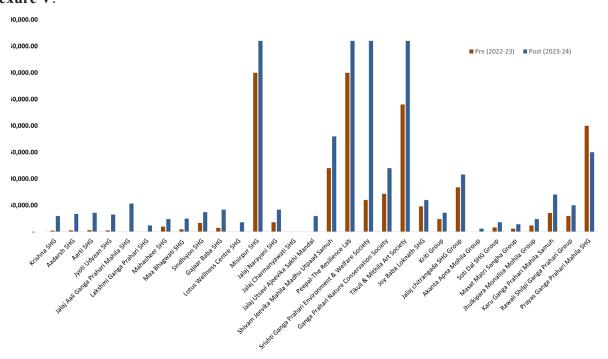


Fig.11 Difference in income tevel pre and post Jalaj intervention

The interpretation of the test results indicates that there is a statistically significant difference between the distributions of the two groups (pre yearly and post yearly income of SHGs under Jalaj). Specifically, it suggests that the median ranks of the observations in these two groups are different.

	N	Mean Rank	Mann Whitney U	Z	P(same med.)
Pre-Intervention Income	31	12.419	274	2.9026	0.0037012
Post-Intervention Income	31	19.081	274	2.3020	0.0037012



Given the p-value of approximately 0.0037012 from the Mann-Whitney U test, which falls well below the typical threshold of 0.05 for statistical significance, we have strong evidence to reject the null hypothesis. The null hypothesis in this case would be that there is no difference in median ranks between the pre yearly and post yearly income level of SHGs. Therefore, based on these results, a significant change between the pre-yearly and post-yearly income has been inferred. This is indicative of Jalaj intervention influencing the income levels.

#### 3.3.6.1. Social welfare schemes

Fig. 12 shows that the highest segment of beneficiaries i.e. 47% of respondents have been benefited from the housing scheme. Approximately, 22% of the community members associated with the Jalaj project have adopted the Pradhan Mantri Ujjwala scheme.

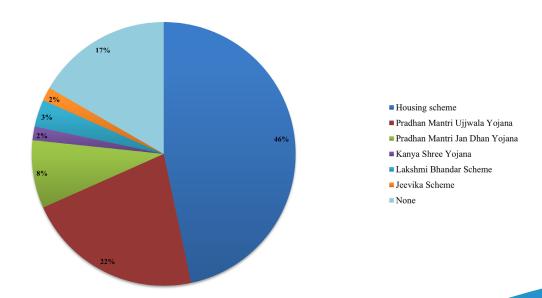


Fig.12 Access to social welfare schemes

### 3.3.7. Problem tree analysis

# Increase in poverty Low-income level among HHs security & migration Indebted in loans **Engaged in casual labor** from MFIs **EFFECTS** Decrease in household income Lack of economic opportunities Weak Conservation Initiatives in Ganga River Basin by Local Communities **CORE PROBLEM VULNERABLE LIVELIHOOD** Slow recovery from shocks and stress Lack of alternate source of income **Out-migration and weakening** of human capital Soil Erosion, Loss of physical assets, Effect on mental and physical well-being Prevention of customary rights **Degradation of traditional** knowledge and skills Management guideline by Governent Flash floods Lack of entrepreneur acumen, exposure to market for value added products **ROOT CAUSE**

**LOW HUMAN-WELL BEING** 

#### 3.3.8. Conclusion

Based on the two objective of the Jalaj project, the following interventions will be materialised:

- 1. Establishment of Jalaj: Out of 50 Jalaj centers establishment, 26 have been already inaugurated and the remaining 24 are ready to be inaugurated soon. Apart from this the remaining 25 Jalaj sites are in the process of identification and finalisation.
- 2. Mass awareness on freshwater species conservation: Based on the preliminary survey as per the findings mentioned in problem tree analysis, it is evident that vulnerable livelihood has led to weak conservation initiatives in the Ganga River Basin by the local communities as they are highly susceptible to flash foods, debarment of customary rights in terms of NTFP collection, fishing and lack of market linkages and exposure to value added products. These factors are leading to low human well-being as there is lack of economic opportunities, and decrease in household income which has led to low income security and migration. Even the family members staying back are indebted in various formal and informal financial institutes and are engaged as casual labours under un-skilled and semi-skilled categories.
- 3. Given the present scenario the Jalaj intervention has not only helped in the initial handholding of this vulnerable section of the population residing in the Ganga River Basin but also inculcated a sense of belongingness for their natural capital. Through the establishment of Jalaj marketing centres at strategic locations with high footfall of native and outstation visitors; it has further assisted in strengthening social capital by the convergence of all Jalaj centres across the basin; including the Dilli Haat and direct benefit transfer.



Jalaj Awareness and Marketing Center (JAM) has been established at Dilli Haat in the national capital New Delhi. The strategic location of this center links Jalaj and Ganga Prahari products to not just visitors across the nation but also foreign nationals. The center hosts information panels on aquatic species, 3D models, and products from various rural pockets of Ganga and its tributaries. Thus, visitors here can enrich themselves with scientific information on the status of nine (9) representative aquatic species, and detailed descriptions of twenty five (25) Ganga Prahari products. Product-wise listing of Jalaj products with costing of individual items and twenty eight (28) Quick Response codes and subsequent webpages for information on each Jalaj product (21) and seven (7) on representative aquatic species has been developed. On regular intervals, workshops and exhibitions are conducted at the center involving Ganga Prahari, local communities, and stakeholders from government and non-government organizations/institutions. Exhibition stalls are installed on special days of ecological importance like World Wildlife Day, International Day of Action for Rivers, etc., activities like live painting, awareness sessions, live demonstrations of making Ganga

Prahari products, and engagement with visitors through awareness materials are also organized. More than, 5,000 visitors including school and college students, foreign nationals, NRIs, etc. have been sensitized through these live workshops. Information dissemination material including video documentation of the Jalaj concept, product preparation, and ecological information on aquatic species with quick response (QR) codes have been developed and displayed (Annexure VI). Gift Hampers have been customized with diverse Jalaj products made by Ganga Prahari with a wide price range in accordance with the special days of celebration and are displayed for sale.















## **5.1. Livelihood Trainings**

Numerous training programs under the Jalaj initiative have been conducted across various Jalaj centers, aimed at empowering local communities along the Ganga Basin. These initiatives cover a total of 20 training programs across thirteen (13) districts and four (4) states (**Table 1**). Skill enhancement training ranging from organic farming, eco-tourism & tailoring to leatherwork, textile designing, and Kantha embroidery in South 24 Parganas district of West Bengal, and from millet-based value-added training at Tehri Garhwal to bird watching at Champawat in Uttarakhand, these initiatives have equipped participants with essential skills while fostering a deeper connection with the river ecosystem. In Uttar Pradesh and Bihar, training on making organic soaps, incense cones, incense sticks, and candle-making, such programs are not only promoting sustainable livelihoods but also signifying a holistic approach toward community engagement and economic development in the region. During these training programs, a total of 887 participants have been trained.

Table 1. Skill enhancement and livelihood trainings conducted under Jalaj

Name of Training	Jalaj Name	Location/District	State	Duration	No. of Participants
First Orientation Meeting	Kendraj	Dehradun	Uttarakhand	3 days	46
Second Orientation Meeting	Kendraj	Dehradun	Uttarakhand	3 days	96
Millet based value added products	XRA	Tehri Gharwal	Uttarakhand	4 days	50
Millet based value added products	Dhruvnanda	Tehri Gharwal	Uttarakhand	5 days	40
Natural farming	Aalay	Champawat	Uttarakhand	2 days	50
Bird watching	Aalay	Champawat	Uttarakhand	6 days	10
Millet based value added products	Vidur	Bijnor	Uttar Pradesh	2 days	20
Incense cones making	Kasturi	Kannauj	Uttar Pradesh	3 days	20
Sewing & stitching	Kasturi	Kannauj	Uttar Pradesh	3 months	35
Candles and incense sticks making	Arkaja	Prayagraj	Uttar Pradesh	4 days	40
Incense stick making	Others*	Mau	Uttar Pradesh	7 days	40
Incense stick making	Abhyaranya	Pilibhit	Uttar Pradesh	6 days	40
Sewing & stitching	Airawati	Gorakhpur	Uttar Pradesh	3 months	30
Organic soaps making	Ashoka	Patna	Bihar	2 days	40

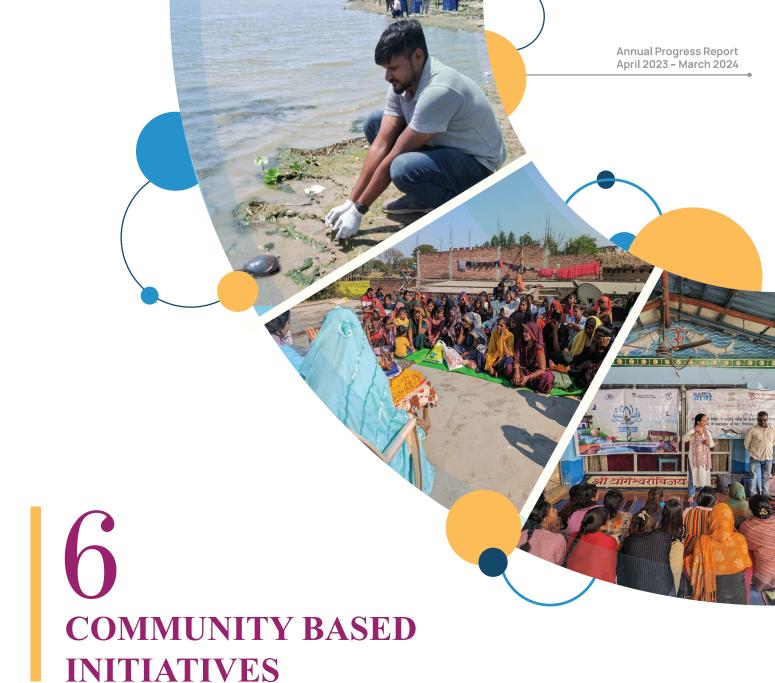
<sup>\*</sup> To be linked to prospective Jalaj site soon.

Name of Training	Jalaj Name	Location/ District	State	Duration	No. of Participants
Advance stitching	Aarya	South 24 Parganas	West Bengal	10 days	30
Tailoring	Aarya	South 24 Parganas	West Bengal	15 days	20
Leather handicraft	Sundari	Sundarban Islands	West Bengal	3 months	65
Kantha embroidery	Sundari	Sundarban Islands	West Bengal	15 days	35
Textile designing at Bally and Rangabelia	Sundari	Sundarban Islands	West Bengal	30 days (15 days at each site)	60
Eco-tourist guide	Sundari	Sundarban Islands	West Bengal	3 days	120









In a concerted effort to revitalize the Ganga Basin, the Ganga Prahris have been linked to various Jalaj centers and engaged in an array of activities spanning consultative meetings, awareness initiatives, cleanliness drives, plantation efforts, maintenance and supervision, field surveys, rescue operations, and livelihood and skill assessment surveys were undertaken. A total of 1033 activities have been conducted and a total of 44753 individuals have been sensitized. During 412 consultative meetings, in 45 districts and 9 states, a total of 31,772 participants have actively engaged in discussions and planning sessions. Additionally, 403 awareness activities have been conducted, covering the same number of districts and states, enlightening 11,751 individuals about the significance of Ganga conservation. Cleanliness drives, comprising 44 initiatives across 12 districts in 5 states, involved 386 participants in hands-on efforts to maintain river cleanliness were conducted. Plantation drives were undertaken during 16 activities across 9 districts and 4 states, saw 846 individuals contributing to afforestation efforts along the riverbanks. Furthermore, maintenance, supervision, and regulation activities, spanning 89 endeavors in 12 districts

and 5 states, engaged 206 participants in ensuring the proper upkeep of Ganga's ecosystem. Field surveys, conducted in 46 instances across 14 districts and 9 states, for the identification of sites for the upcoming Jalaj centres with the involvement of 142 individuals. Twenty-three (23) rescue missions were conducted across 6 districts in 3 states. These collective efforts underscore the dedicated commitment of Ganga Praharis towards the preservation and restoration of the Ganga River and its tributaries.

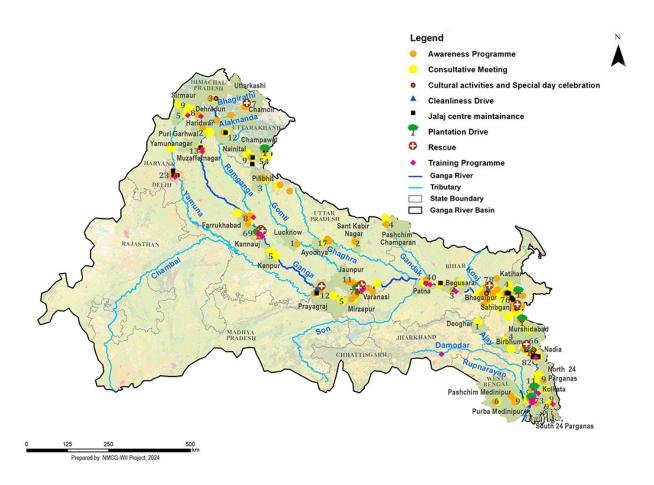


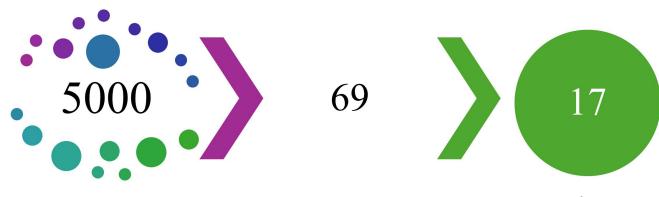




Table 2. Community based conservation initiatives under Jalaj

Name of Event/Activity	No. of Activities	No. of district covered	No. of States covered	No. of people sensitized/ Participated
Consultative Meetings	412	45	9	31772
Awareness Activities	403	45	9	11751
Cleanliness Drive	44	12	5	386
Plantation Drives	16	9	4	846
Maintenance, Supervision & Regulation	89	12	5	206
Field Surveys for Jalaj Site Establishment	46	14	9	142
Assistance to State Forest Departments & NMCG in Rescue Activities	23	6	3	150

**Special day celebrations** 



Local communities, teachers and students

Awareness and outreach activities

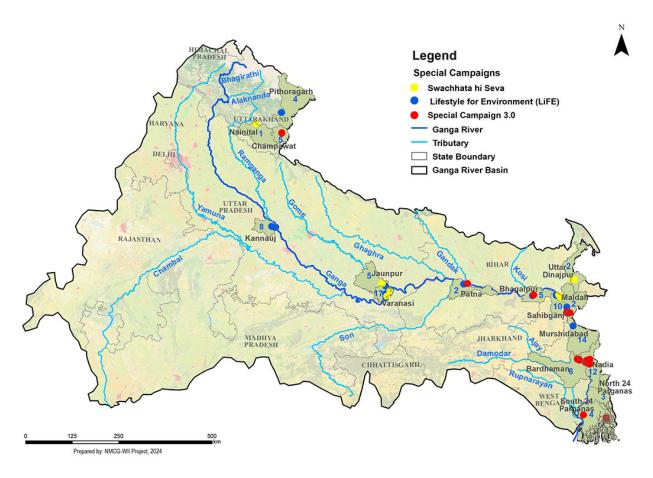
Districts of Ganga River Basin





Special campaigns are regularly conducted under Jalaj for raising mass awareness such as; Mission LiFE, Swachhta Hi Seva, Swachh Bharat Mission, and Special Campaign 3.0 to foster a culture of health, hygiene, and sanitation within communities. These campaigns served as catalysts toward behavior change and promoted collective action toward maintaining clean environments. Through strategic planning, innovative messaging, and community approach, these special campaigns have been effective in aquatic species conservation information dissemination, raising, inspiring individuals to take proactive measures in maintaining cleanliness, ultimately contributing to improved public health and well-being across the nation.





#### 7.1. Mission Lifestyle for Environment (LiFE) Campaign

The Mission LiFE campaign, endorsed by the Hon'ble Prime Minister of India, embodies a transformative vision aimed at fostering environmentally conscious lifestyles and mobilizing collective action for environmental protection and conservation. With a goal to engage communities across the length and width of the country 45 activities, including awareness programs, cleanliness drives and plantation drive involving 2411 participants, spanning school students, teachers, and community members were undertaken. These efforts underscore a concerted drive towards fostering environmental awareness, sustainability, and a safer, greener planet for future generations.

#### 7.2. Swachhta Hi Seva and Swachh Bharat Mission

Swachhta Hi Seva and Swachh Bharat Mission initiatives have been undertaken in 12 districts of Uttarakhand, Uttar Pradesh, Bihar, West Bengal, and Jharkhand with 861 participants, including 381 females, actively engaged in fostering cleanliness and environmental sustainability. A total of 22 activities, such as cleanliness rallies featuring Ganga Prahari and school students such as; rangoli making and cleanliness drives, and initiatives promoting youth empowerment exemplified by various events across the Ganga River basin, have underscored the importance of preserving aquatic ecosystems and combating pollution.











#### 7.3. Special Campaign 3.0

Special Campaign 3.0, a pivotal component of the Swachhta hi Seva initiative, orchestrated 34 awareness programs and cleanliness drives engaging 859 participants across seven (7) districts namely; Bhagalpur, Burdwan, Champawat, Murshidabad, Nadia, Patna, and South 24 Parganas in West Bengal, Bihar, and Uttarakhand. Participants, dedicated themselves to cleaning river ghats, village areas, and school premises, with notable events held in districts such as South 24 Parganas, Murshidabad, Nadia, Champawat, and Bhagalpur. Through active involvement and collaborative efforts, the campaign fostered heightened awareness about cleanliness and environmental conservation, empowering communities to embrace sustainable practices, and revitalizing ghat areas along rivers like Ganga and Bhagirathi.





In an effort to promote products made by Ganga Prahari and raise awareness about the biodiversity of the Ganga River and its tributaries innovative initiatives were undertaken, including the establishment of Jalaj awareness stalls at strategic events across the length and width of the country. A total of thirty-five (35) exhibitions and stalls have been put up from April 2023 to March 2024 during major days of conservation significance and cultural events of international and national importance including; Gaj Utsav, Kaziranga National Park Bodoland International Knowledge Festival Climate Change Conclave, Lucknow National Water Conclave, Pune Science and Technology Festival, Dehradun G20 IUCN Technical Workshop, Diwali Expo 2023, WII), during which more than 30,000 visitors have been sensitized.



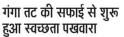


The diverse initiatives spearheaded by the Jalaj project are being spread throughout the Ganga River basin through news articles, TV segments, radio broadcasts, and various social media platforms such as Instagram, Facebook, Twitter, and YouTube, the project has connected with a wide audience. The coverage has highlighted Jalaj's concept which encompasses skill enhancement, biodiversity conservation, and the promotion of alternative livelihoods for local communities. Additionally, exhibition stalls, strategically positioned to showcase products crafted by Ganga Prahari, have garnered attention for their promotion of local craftsmanship and sustainable living practices. These exhibitions serve as an interactive platform, encouraging dialogue on biodiversity conservation and the management of the Ganga River ecosystem. Media has played an important role in spreading the word on aquatic biodiversity conservation at grass root level through economic development and skill enhancement.

#### 9.1. Print Media

To reach out to the masses on Jalaj's comprehensive approach and its impact on the Ganga River Basin communities, various communication channels, and strategies are being employed in both print and electronic media. By leveraging print media effectively, Jalaj is amplifying its message, reaching diverse audiences, and raising awareness of its efforts to promote environmental stewardship, livelihood enhancement, and sustainable development in the Ganga River Basin.





सहार्थ सहस्त्र सहा (स्थापना) प्रमुख्य प्रमुख्य कर्मा उपलिक्त प्रमाण प्रदान प्रमुख्य कर्मा उपलिक्त प्रमाण प्रदान स्थापना प्रमुख्य स्थापना स्थाप

यूथ इक्को क्लब उत्क्रमित उच्चतर माध्यमिक विद्यालय गौर के छात्र-छात्राओं ने चलाया











शन लाइफ कैंपेन २०२३ एवं स्वच्छ मारत मिशन ग्रामीण अंतर्गत हुआ विभिन्न गतिविधियों का आयोजन



## बिजली घाट में घाट पर हाट, चित्रांकन प्रतियोगिता एवं विचज प्रतियोगिता का हुआ आयोजन

साहित्यां ना पंत्रावा को प्रतिप्रा कर प्रतिप्रा कर प्रतिप्रा कर अंतर्गत विकार अंतर्गत किया में प्रतिप्र कर अंतर्गत किया में उपने तो उपने तो उपने के उपने कर प्रतिप्र कर प्रति



प्रशासन प्रशासनीय में प्राथमित कर प्रशासन प्रशासनीय में प्रशासनी कर प्रशासन में प्रशासन कर प्रशासन के प्रशासन कर प्रशासन के प्रशासन कर प्रशासन के प्रशासन कर प्रशासन कर प्रशासन कर प्रशासन कर प्रशासन के प्रशासन कर प्रशासन के प्रशासन कर प्रशासन के प्रशासन

## छात्र छात्राओं के बीच चित्रांकन, वाद-विवाद प्रतियोगिता का किया गया आयोजन

प्राप्तः आस्त्राम् ।

प्राप्तः अर्थापः । राष्ट्रीयः स्टब्यः गंता
स्वरातः अर्थापः । राष्ट्रीयः स्टब्यः गंता
स्वरातः, अर्थापः । राष्ट्रीयः स्वरायः ।

प्राप्तः अर्थापः । राष्ट्रीयः स्वरायः ।

प्राप्तः ।

प्राप्तः

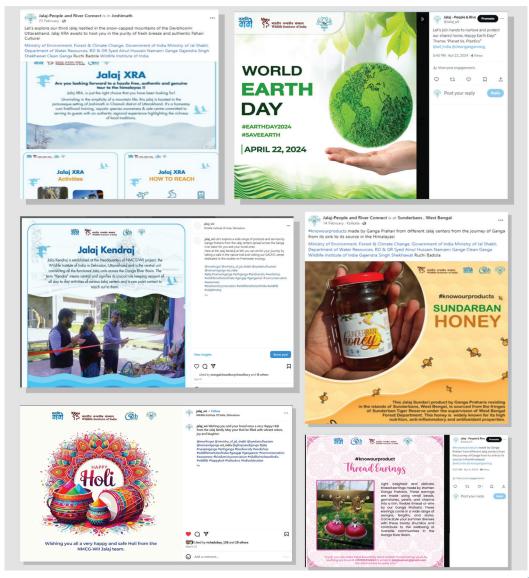


या पार्ची प्रधानस्तर गेण वर्ष में व्याप्त स्वाप्त स्वापत स्वापत स्वाप्त स्वापत स्व

#### 9.2. Electronic Media

A total of 530 posts were uploaded on Jalaj's Instagram handle with an outreach to more than 37,000 viewers. A reach of 2,700 on Instagram with content interactions of over 6,600 and 134 followers. Forty-five (N=45) videos uploaded on YouTube channel about Jalaj products, exhibition stalls, and Jalaj centres with more than 8,000 viewers, in the last 365 days. Watch time of 17.8 hours reached with 27,707 impressions. Reach of over 33,000 on Facebook with content interactions of more than 8,000, 217 followers, and a total view of more than 588 minutes. More than 14,500 impressions on X handle (formerly Twitter) with over 500 tweets.





#### AWARENESS AND KNOWLEDGE MATERIAL

To disseminate the information about the Jalaj initiative linking conservation, development and economic growth, awareness and knowledge materials have been developed in English, Hindi and Bengali languages. These include; one-pager on fifty (50) diverse Jalaj centres and their key attractions, Jalaj Brochure, Aquatic species information panels, seven (7) training modules, packaging, and label designing with write-up for promoting local art and plea for aquatic species conservation. At a glance Jalaj catalogue for market and display of Jalaj products is being developed.



Mock-up of "At a glance" Jalaj Catalogue



Training modules developed on: A. Bamboo Products, B. Batik Print Work, C. Natural Handmade Soaps, D. Handmade Aggarbatti and Dhoopbatti, E. Leather Products, F. Organic Farming





Jalaj One Pager designed to provide comprehensive information about each Jalaj centre.



Jalaj Overall Brochure developed bilingually, in Hindi & English encompassing intent of Jalaj.



Jalaj Overall Brochure developed bilingually, in Hindi & English encompassing intent of Jalaj.



Model-wise brochures of Jalaj sites developed to provide precise information about each Jalaj category.



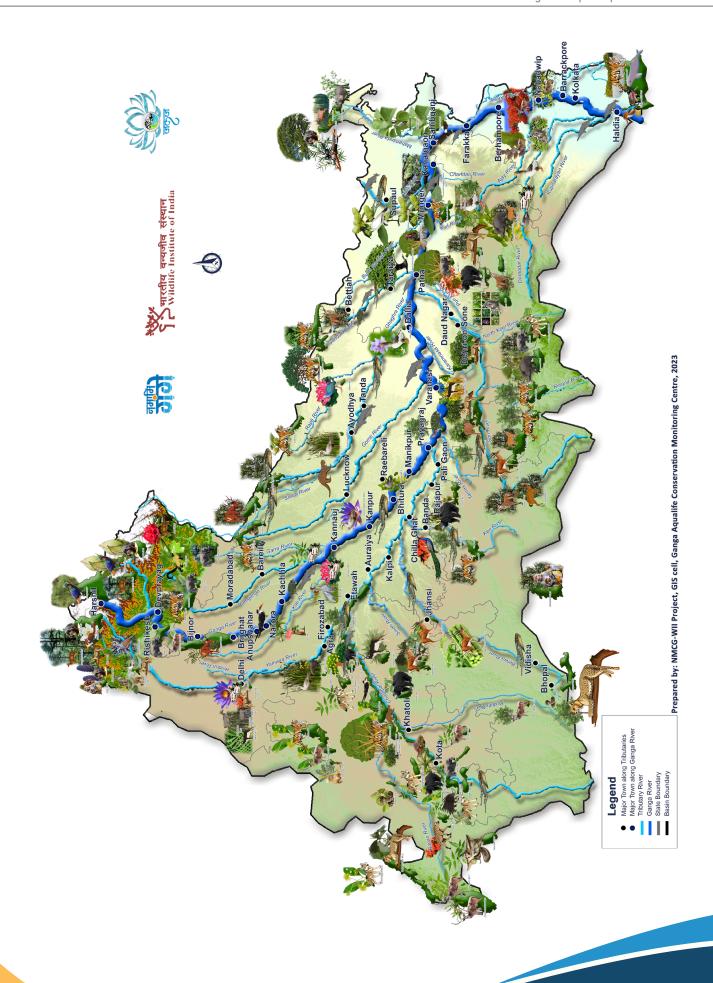








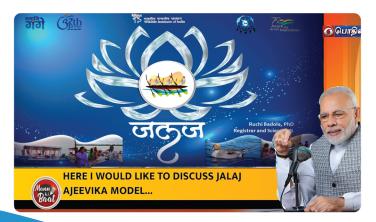
Species in Indian Mythology: A distinct step where species panels are designed to connect ecological significance with our rich cultural heritage.





## RECOGNITION AND ACHIEVEMENTS

- **> Hon'ble President of India:** Jalaj initiative and Ganga Prahari products, appreciated during an exhibited at Gaj Utsav, 2023 in Kaziranga National Park, Assam, inaugurated by the Hon'ble President of India.
- **> Hon'ble Prime Minister:** Jalaj recognized as a potential freshwater conservation approach bridging conservation and local livelihoods by the Hon'ble Prime Minister of India during his address in the 96th Episode of the "Mann Ki Baat" series.
- **ICCON 2023, Mysore:** Jalaj initiative and Ganga Prahari products were appreciated during an exhibit at Indian Conservation Conference ICCON, 2023, held in Mysore, Karnataka on the occasion of the celebration of 50 Years of Tiger Project, inaugurated by The Hon'ble Prime Minister.
- **> Hon'ble Chief Minister of Uttar Pradesh:** Appreciation by The Chief Minister during his visit to a Jalaj stall at the Pilibhit Tiger Reserve, Uttar Pradesh.
- **Hon'ble Chief Minister of Uttarakhand** Appreciation by The Hon'ble Chief Minister during his visit to Jalaj Anand Ganga homestay, Uttarkashi, Uttarakhand.
- > A Jalaj Exhibition stall was put up on the occasion of **Asia Protected Areas Partnership Technical Workshop** at Jalaj Kendraj which sought participation of representatives from seventeen (17) nations.
- > Jalaj stall Awarded 1st prize at the Rural Science Congress organized by Uttarakhand State Council for Science & Technology.
- > At the **Annual Research Summit, Wildlife Institute of India,** Jalaj Kendraj held an exhibition displaying Ganga Prahari products which was a huge success amongst the scientists, researchers, and visitors.
- > Three Assistant Coordinators were selected as District Planning Officers, District Ganga Committees at Bareilly, Kanpur Dehat (Uttar Pradesh) & Sahibganj (Jharkhand).
- > Jalaj stall was awarded Second best stall during Kisaan Mela at Sabour Agriculture University, Bhagalpur, Bihar.
- > Suman Devi, of a women Ganga Prahari group from Valmiki Nagar (West Champaran) engaged in making herbal soaps was felicitated for her efforts towards community upliftment by The District Magistrate, West Champaran, Bihar.







Dated: 28th November 2023

Venue: National Mission for Clean Ganga, New Delhi at 1600 Hrs.

The 1<sup>st</sup> Meeting of the Monitoring Committee of NMCG-WII project, sponsored by the National Mission for Clean Ganga (NMCG) under the Namami Gange programme was held at the Ganga Board Room, National Mission for Clean Ganga, New Delhi on 28<sup>th</sup> November 2023, at 1600 hrs. under the chairmanship of Shri G. Asok Kumar, Director General, NMCG. Also present were Shri Jagmohan Gupta Consultant NMCG, New Delhi and other representatives from NMCG.

At the outset, on behalf of the Director, WII, Dr. Ruchi Badola, welcomed the Chairman, member secretary and all the participants. Shri G Asok Kumar, DG, NMCG were formally welcomed. With permission from the Chair, project progress was presented by Dr. Ruchi Badola to the forum to fulfil the two objectives of Jalaj project viz., 1) To establish 75 Jalaj for realizing Arth Ganga in the Ganga River Basin by linking conservation and livelihood, & 2) To create societal awareness towards aquatic biodiversity conservation in Ganga River Basin. The meeting ended with a vote of thanks by Dr. Ruchi Badola. DG, NMCG concluded the meeting expressing satisfaction with the progress made by the project team, especially regarding the publication materials, movies and website design made for display at various Jalaj centres and invited the Committee Members to attend the next scheduled monitoring meeting. Minutes of Meeting attached as **Annexure VII.** 

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## Annexure I Inaugurated Jalaj sites (N=26)

Jalaj Name	River	Jalaj Type	District	State
Aali	Bhagirathi	Souvenir Shop	Uttarkashi	Uttarakhand
Anand Ganga	Bhagirathi	Homestay	Uttarkashi	Uttarakhand
Ganga Viharani	Ganga	Jalaj Safari, Awareness Corner & Sale Point	Bijnor	Uttar Pradesh
Prayaas	Ganga	Food Processing & Preservation Unit	Muzaffarnagar	Uttar Pradesh
Parikshit	Solani	Jalaj Safari	Muzaffarnagar	Uttar Pradesh
Urja	Ganga	Jalaj Safari & Awareness Corner	Bulandshahr	Uttar Pradesh
Arkaja	Ganga & Yamuna	Jalaj Safari	Prayagraj	Uttar Pradesh
Samagra	Ganga	Jalaj Safari & Livelihood Centre	Varanasi	Uttar Pradesh
Narayani	Ganga	Beauty & Wellness Centre	Varanasi	Uttar Pradesh
Kasturi	Ganga	Jalaj Safari & Livelihood Centre	Kannauj	Uttar Pradesh
Abhyaranya	Gomti	Souvenir Shop	Pilibhit	Uttar Pradesh
Shashwat	Sarayu	Jalaj Safari, Awareness Corner & Sale Point	Ayodhya	Uttar Pradesh
Sarayu	Sarayu	Production Unit	Ayodhya	Uttar Pradesh
Amala	Kosi	Livelihood Centre	Bhagalpur	Bihar
Shardul	Gandak	Souvenir Shop & Livelihood Centre	West Champaran	Bihar
Saras	Ganga	Jalaj Safari	Begusarai	Bihar
Ram Chiraiya	Ganga & Mahananda	Awareness Corner	Katihar	Bihar
Shallika	Ganga	Awareness Corner & Jalaj Safari	Begusarai	Bihar
Utsavi	Ganga	Jalaj Safari & Livelihood Centre	Sahibganj	Jharkhand
Chitrangada	Hooghly	Awareness Corner & Jalaj Safari	Murshidabad	West Bengal
Nisagra	Hooghly	Awareness Corner & Sale Point	Kolkata	West Bengal
Panchjanya	Bhagirathi	Awareness Corner & Sale Point	Nadia	West Bengal
Aarya	Hooghly	Training Centre & Production Unit	South 24 Parganas	West Bengal
Aikanta	Hooghly	Jalaj Safari	Hooghly	West Bengal
Sundari	Datta	Awareness Corner & Livelihood Centre	South 24 Parganas	West Bengal
Charmanyawati	Chambal	Awareness Corner	Morena	Madhya Pradesh

# Annexure II. Ready to inaugurate Jalaj sites (N=24)

Jalaj Name	River	Jalaj Model/ Type	District	State
Dasam	Yamuna	Awareness Corner & Sale Point	Sirmaur	Himachal Pradesh
Kanan	Sharda	Souvenir Shop	Nainital	Uttarakhand
Aastha	Ramganga (West)	Awareness Corner	Pauri Garhwal	Uttarakhand
Aalay	Lohawati	Home Stay	Champawat	Uttarakhand
Siddhartha	Alaknanda	Homestay, Awareness Corner & Sale Point	Chamoli	Uttarakhand
Shiv Nandi	Alaknanda & Mandakini	Home Stay	Rudraprayag	Uttarakhand
Aadri	Ramganga (West)	Home Stay	Pauri Garhwal	Uttarakhand
Dhruv Nanda	Bhagirathi & Bhilangna	Home Stay	Tehri	Uttarakhand
XRA	Alaknanda	Home Stay	Chamoli	Uttarakhand
Kendraj	Ganga & Yamuna	Sale Point	Dehradun	Uttarakhand
Ganga Avlokan	Ganga	Souvenir Shop	Haridwar	Uttarakhand
Jamnuja	Yamuna	Awareness Corner & Sale Point	Yamuna Nagar	Haryana
Vidur	Ganga	Livelihood Centre and Sale Point	Bijnor	Uttar Pradesh
Airawati	Rapti	Souvenir Shop & Awareness Corner	Gorakhpur	Uttar Pradesh
Vindhya	Ganga	Jalaj Safari, Awareness Corner & Sale Point	Mirzapur	Uttar Pradesh
Anubhuti	Ganga	Awareness Corner	Kanpur	Uttar Pradesh
Ashoka	Ganga	Souvenir Shop & Livelihood Centre (Tikuli Art)	Patna	Bihar
Shilibhoot	Ganga	Souvenir Shop	Sahibganj	Jharkhand
Chaitanya	Ganga	Souvenir Shop	Sahibganj	Jharkhand
Uddhav	Ganga	Jalaj Safari & Souvenir shop	Sahibganj	Jharkhand
Nayachar Eco Village	Hooghly	Homestay, Awarness Corner & Jalaj Safari	Nadia	West Bengal
Amnay	Kangsabati	Awareness Corner	Medinipur	West Bengal
Aayush	Hooghly	Health and Wellness Center	Medinipur	West Bengal
Biswakabi	Ajay	Awareness Corner & Sale Point	Birbhum	West Bengal

## Annexure III. Upcoming Jalaj sites (N=10)

Jalaj Name	River	Jalaj Model/ Type	District	State
Renukaji Wildlife Sanctuary	Giri	Awareness Corner & Sale Point	Sirmaur	Himachal Pradesh
Parmarth Niketan	Ganga	NA	Dehradun	Uttarakhand
Hastinapur Wildlife Sanctuary	Ganga	Awareness Corner & Sale Point	Meerut	Uttar Pradesh
Okhla Bird Sanctuary	Yamuna	Awareness Corner & Sale Point	Noida	Uttar Pradesh
Farrukhabad	Ganga	NA	Farrukhabad	Uttar Pradesh
Sarnath	Ganga	NA	Varanasi	Uttar Pradesh
Deoghar	Mayurakshi	Awareness Corner & Sale Point	Deoghar	Jharkhand
NIT Ghat	Ganga	Souvenir Shop & Jalaj Safari	Patna	Bihar
Belur Math	Hooghly	Awareness Corner & Sale Point	Howrah	West Bengal
Barrackpore	Hooghly	NA	North 24 Parganas	West Bengal

# Annexure IV. Potential Jalaj sites (N=15)

Jalaj Name	River	Jalaj Model/ Type	District	State
Mussoorie	Yamuna	NA	Dehradun	Uttarakhand
Chhatbir Zoo (Mahendra Chaudhar Zoological Park)	Ghaggar	Awareness Corner	Panchkula	Haryana
Hathini Kund Barrage	Yamuna	Jalaj Safari, Awareness Corner & Sale Point	Yamuna Nagar	Haryana
Keshi Ghat, Vrindavan	Yamuna	Jalaj Safari	Mathura	Uttar Pradesh
Sur Sarovar Bird Sanctuary	Yamuna	Awareness Corner	Agra	Uttar Pradesh
Fatehpur	Ganga & Yamuna	NA	Fatehpur	Uttar Pradesh
Kukrail Zoo	Gomti	Awareness Corner	Lucknow	Uttar Pradesh
Jaunpur	Gomti	NA	Jaunpur	Uttar Pradesh
Mahula	Rapti	NA	Azamgarh	Uttar Pradesh
Bakhira Wildlife Sanctuary	Ami	Awareness Corner	Sant Kabir Nagar	Uttar Pradesh
Nalanda	Phalgu	NA	Nalanda	Bihar
Gaya	Niranjana	Souvenir Shop	Gaya	Bihar
Gangasagar	Gangasagar	Awareness Corner & Sale Point	South 24 Parganas	West Bengal
Digha	Subarnarekha	Jalaj Safari	Purba Medinipur	West Bengal
Hazarduari Museum	Bhagirathi	Awarness Corner & Sale point	Murshidabad	West Bengal

## Annexure V Products & Services delivered by Self-Help Groups

Name of Self-Help Group	Products/Services
Krishna Self-Help Group	Pickles - Mango ( <i>Mangifera indica</i> ), Mixed
Aadarsh Swayam Sahayata Samuh	Herbal Holi Colours - Spinach ( <i>Spinacia oleracea</i> ),Beetroot ( <i>Beta vulgaris</i> ), Marigold Flower ( <i>Tagetes erecta</i> ), Rose petals ( <i>Rosa indica</i> )
Aarti Swayam Sahayata Samuh	Pickles - Mango ( <i>Mangifera indica</i> ), Green chilli ( <i>Capsicum annuum</i> ), Mixed Spices - Garam Masala, Turmeric Powder ( <i>Curcuma longa</i> )
Jyoti Udyaan Swayam Sahayata Samuh	Handmade Cotton Bags Pickles - Mango ( <i>Mangifera indica</i> ), Mixed
Jalaj Aali Ganga Prahari Mahila Swayam Sahayata Samuh	Mandwa/Finger Millet Biscuits ( <i>Eleusine coracana</i> ) Calcium Powder Peanut Butter
Lakshmi Ganga Prahari Swayam Sahayata Samuh	Millikurkure (Barnyard Millet, Echinochloa esculenta) Salts - Garlic (Allium sativum), Coriander (Coriandrum sativum), Timru/Indian Prickly Ash (Zanthoxylum rhetsa), Chora/Himalayan Gandrayani (Angelica glauca), Mixed
Mahasheer Swayam Sahayata Samuh	Stone Painting Aipan (Wall Hangings, Pooja Chowki & Pooja Thal Cover)
Maa Bhagwati Swayam Seva Samuh	Buransh Juice ( <i>Rhododendron arboreum</i> ) Mixed Fruit Jam Pickle - Mango ( <i>Mangifera indica</i> ), Green chilli ( <i>Capsicum annuum</i> )
Sindhiyon Self-Help Group	Pickle - Green chilli ( <i>Capsicum annuum</i> ), Mixed
Gajaar Baba Swayam Sahayata Samuh	Pickle - Green chilli ( <i>Capsicum annuum</i> ) Candy - Amla ( <i>Phyllanthus emblica</i> )
Lotus Wellness Centre Self-Help Group	Apricot Oil ( <i>Prunus armeniaca</i> ) Glow Face Pack (Rice Powder, Orange Peel Powder, Kesar, Almond Flour) Face Scrub (Rice Powder, Chickpea Flour (Besan), Red Lentil (Masur Dal) Powder Face pack (Turmeric Powder, Cinnamon, Wild Turmeric (Kasturi Haldi), Almond Flour)

Name of Self-Help Group	Products/Services
Missirpur Swayam Seva Samuh	Spices - Turmeric Powder ( <i>Curcuma longa</i> ),Garam Masala, Red chilli Powder ( <i>Capsicum annuum</i> )
Jalaj Narayani Swayam Sahayata Samuh	Handmade Banarasi bags Banarasi Dupattas Handmade Banarasi Wall Hangings
Jalaj Charmanyawati Swayam Seva Samuh	Cotton Wicks
Jalaj Utsavi Ajeevika Sakhi Mandal	Water Hyacinth Products ( <i>Eichhornia crassipes</i> ) (Coaster Set, Basket, Dustbin & Doormat)
Shivam Jeevika Mahila Madhu Utpaad Samuh	Honey-Drumstick ( <i>Moringa oleifera</i> ), Litchi ( <i>Litchi chinensis</i> ), Jamun ( <i>Syzygium cumini</i> ), Coriander ( <i>Coriandrum sativum</i> )
Peepal-The Resilience Lab	Soaps - Haldi Chandan, Charcoal, Ubtan, Goat Milk, Coffee ( <i>Coffea arabica</i> ), Aloe vera ( <i>Aloe barbadensis</i> ), Neem ( <i>Azadirachta indica</i> ) Chemical-free Household Cleaners
Srishti Ganga Prahari Environment & Welfare Society	Soaps - Neem ( <i>Azadirachta indica</i> ), Goat Milk, Haldi Chandan, Aloe vera ( <i>Aloe barbadensis</i> ), Coffee ( <i>Coffea arabica</i> ), Honey Incense Cones (Dhoopbatti) Manjusha & Madhubani Decorative Items Organic Colors Junk Jewellery Silk Products (Sarees, Dupattas)
Ganga Prahari Nature Conservation Society	Bamboo Products ( <i>Bambusa vulgaris</i> )- Diary, Ship Model, Tray, Bottle, Pen Stand, Flower Pot, Table Lamp, Table) Munj Grass Products ( <i>Saccharum munja</i> )
Tikuli & Mithila Art Society	Tikuli & Mithila Art Painted Items (Coaster Set, Coffee Mug, Pen Stand, Mobile Stand, Cardholder, Table Lamps, Hanging Lamps, Fridge Magnet, Tray, Gift Box, Jewellery Box, Bangle Box, Hand Painted Bags, Hand Painted Saree, Hand Painted Suit, Hand Painted Dupatta, Keyring, Earrings & Decorative Candles (Rose Pillar, Lotus, Cupcake)
Joy Baba Loknath Self-Help Group	Jute Products ( <i>Corchorus olitorius</i> ) - Handbag, Show Pieces Pappad (Wheat, Peas, Pulses)

Name of Self-Help Group	Products/Services
Kriti Self-Help Group	Jute Products ( <i>Corchorus olitorius</i> )-Handbags, Wall hangings (designed in shapes of turtle, owl, bird)
Jalaj Chitrangada Self Help Group	Jute Products ( <i>Corchorus olitorius</i> ) - Show Pieces, Handbag, & Coaster Set Junk Jewellery
Aikanta Apna Mohila Group	Junk Jewellery (Earrings, Necklace)
Soti Dal Self-Help Group	Reusable Cotton Sanitary Pad Hand Painted Uttario
Masat Matri Sangha Group	Reusable Cotton Sanitary Pad Hand Painted Uttario
Jhulkipara Monalisa Mohila Group	Reusable Cotton Sanitary Pad Hand Painted Uttario Hand Painted Cotton Bag Junk Jewellery
Karu Ganga Prahari Mahila Samuh	Munj Grass ( <i>Saccharum munja</i> ) Basket Handmade Cotton Bags Tie & Die Dupatta
Rawali Shilpi Ganga Prahari Group	Kans Grass ( <i>Saccharum spontaneum</i> ) Basket Munj Grass ( <i>Saccharum munja</i> ) Basket
Prayas Ganga Prahari Mahila Swayam Shayata Samuh	Makka Laddoo (Maize, Zea mays) Bajra Laddoo (Pearl Millet, Pennisetum glaucum) Pickles - Mango (Mangifera indica), Green chilli (Capsicum annuum), Garlic (Allium sativum), Ginger (Zingiber officinale), Lemon (Citrus limon), Amla (Phyllanthus emblica), Mixed Apple Jam (Malus domestica) Apple Chutney (Malus domestica) Squash - Mint (Mentha), Rose (Rosa indica), Amla (Phyllanthus emblica)
Kankura Masat Social Welfare Society	Hand-painted Saree Hand-painted Kurta Hand-painted Uttario
Rangabelia Mahila Industrial Cooperative Society	Batik Uttario, Batik Wraparound Skirts Batik Saree, Batik File Folder Jute File Folder (Corchorus olitorius) Sundarban Honey

## **Annexure VI**

## **Quick Response Codes of Species & Products**

Spo:ies Name	QR code	Link
Ganga dolphin		https://sites.google.com/view/wii-gangetic-dolphin/home
Eurasian coot		https://sites.google.com/view/eurasian- coot/home
Gharial		https://sites.google.com/view/wii-gharial/home
Indian roofed turtle		https://sites.google.com/view/indian- roofed-turtle/home
Indian skimmer		https://sites.google.com/view/indian-skimmer/home
Sarus crane		https://sites.google.com/view/sarus- crane/home
Smooth coated otter		https://sites.google.com/view/smooth- coated-otter/home

Jalaj Name	Product Name	QR code	Link
	Cotton bag		https://sites.google.com/view/ialai- aarya/products/cotton-bag
	Ganga abtaran saree		https://sites.google.com/view/ialai- aarva/products/ganga-abtaran- saree
Aarya	Junk jewellery		https://sites.google.com/view/ialai- aarya/products/junk-jewellery
	Cotton sanitary pad		https://sites.google.com/view/ialai- aarya/products/cotton-sanitary- pad
	Uttario		https://sites.google.com/view/ialai- aarya/products/uttario
	Saree (Batik print)		https://sites.google.com/view/ialai- sundari/products/batik-saree
Sundari	Sunderban honey		https://sites.google.com/view/jalai- sundari/products/sunderban- honey
	Uttario		https://sites.google.com/view/ialai- sundari/products/uttario
	Cover files		https://sites.google.com/view/ialai- sundari/products/cover-files

	Handkerchief	https://sites.google.com/view/ialai- sundari/products/handkerchief
	Jute bag/purse	https://sites.google.com/view/jalai- sundari/products/jute-bag-purse
	Jute species model	https://sites.google.com/view/ialai- sundari/products/iute-species- models
	Kantha embriodery	https://sites.google.com/view/ialai- sundari/products/kantha- embroidery
	Leather goods	https://sites.google.com/view/jalaj- sundari/products/leather-goods
	Wraparound	https://sites.google.com/view/ialai- sundari/products/wraparound
Amala	Herbal soap	https://sites.google.com/view/ialai- amala/products/herbal-soap
	Bamboo product	https://sites.google.com/view/ialai- amala/products/bamboo-products
Kendraj	Jhangora	https://sites.google.com/view/ialai- kendrai/products/jhangora

Lapel pins	https://sites.google.com/view/jalai- kendraj/products/lapel-pins
Mandua	https://sites.google.com/view/ialai- kendraj/products/mandua
Pahadi rajma	https://sites.google.com/view/ialai- kendraj/products/pahadi-rajma
Pahadi haldi	https://sites.google.com/view/jalaj- kendraj/products/pahadi-haldi
Red rice	https://sites.google.com/view/jalaj- kendraj/products/red-rice
T-shirt	https://sites.google.com/view/ialai- kendraj/products/t-shirts
Apricot oil	https://sites.google.com/view/ialai- kendrai/products/apricot-oil
Gulab jal	https://sites.google.com/view/ialai- kendraj/products/gulab-jal
Сар	https://sites.google.com/view/ialai- kendraj/products/cap

Ganga Viharini	Handloom cloth bag		https://sites.google.com/view/ialai- ganga- viharini/products/handloom-cloth- bag
	Makka and Bajra laddu		https://sites.google.com/view/jalaj- ganga-viharini/products/makka- and-bajra-laddu
	Moonj products		https://sites.google.com/view/ialai- ganga-viharini/products/mooni- products
	Tie and dye dupatta		https://sites.google.com/view/jalai- ganga-viharini/products/tie-dve- dupatta
	Cloth bag		https://sites.google.com/view/jalaj- shardul/products/cloth-bags
Shardul	Herbal soap		https://sites.google.com/view/ialai- shardul/products/herbal-soap
	Moonj grass product		https://sites.google.com/view/jalaj- shardul/products/moonih-grass- product
Jamnuja	Dhoopbatti	0 3450 \$6 00 0 500 0 500	https://sites.google.com/view/ialai- iamnuja/products/dhoopbatti
	Agarbatti		https://sites.google.com/view/ialai- iamnuja/products/agarbatti

#### **Annexure VII**

## **Minutes of Meeting for First Monitoring Committee Meeting**

The 1st Meeting of the Monitoring Committee of NMCG-WII project, sponsored by the National Mission for Clean Ganga (NMCG) under the Namami Gange programme was held at the Ganga Board Room of the National Mission for Clean Ganga, on 28th November 2023, at 1600 hrs. under the chairmanship of Shri G. Asok Kumar, Director General, NMCG. The following members attended the meeting:

1.	Shri G Asok Kumar, Director General, NMCG, New Delhi	Chairman
2.	Dr. Ruchi Badola, Dean, Scientist-G & Jalaj Project, WII, Dehradun	
3.	Shri Jagmohan Gupta, Advisor, NMCG, New Delhi	
4.	Dr. S.A. Hussain, Former Scientist G & Project Manager, NMCG-WII Project	
	Special invites	
5.	Shri Nalin Kumar Srivastava, Executive Director, NMCG, New Delhi	

At the outset, on behalf of the Director, WII, Dr. Ruchi Badola, welcomed the Chairman, member secretary and all the participants. Shri G Asok Kumar, DG, NMCG were formally welcomed. With the permission from the Chair, project progress was presented by Dr. Ruchi Badola to the forum to fulfil the two objectives of Jalaj project viz., 1) To establish 75 Jalaj for realizing Arth Ganga in Ganga River Basin by linking conservation and livelihood, and 2) To create societal awareness towards aquatic biodiversity conservation in Ganga River Basin.

#### Agenda Item No. 1

Review of the progress of the project (April till October 2023)

1. Physical progress: The salient feature of the physical progress is outlined below. Presentation will be made during the meeting.

Activities	Progress
1.1	Identification and linking of Jalaj sites
	Dr. Ruchi Badola informed that the 26 Jalaj centres established in six states viz. Uttarakhand (N=2), Uttar Pradesh (N=11), Bihar (N=5), Jharkhand (N=1), West Bengal (N=6) and Madhya Pradesh (N=1) along the Ganga River Basin are actively linked to Ganga Praharis and have become centers for Awareness activities pertaining to the conservation of Freshwater Species. She informed that over 300 Women Ganga Praharis associated with the Jalaj centers have collectively earned a sum of Rs. 8,74,702/- through sale of Ganga Prahari products and services at different Jalaj centres since its establishment. She also informed that Eco-tourism-based Jalaj Safari rides (N=11) at Jalaj Kasturi, Jalaj Samagra, Jalaj

#### Activities

#### **Progress**

Viharini, Jalaj Parikshit, Jalaj Shashwat and Jalaj Arkaja (Uttar Pradesh), Jalaj Utsavi (Jharkhand), Jalaj Aikanta and Jalaj Nayachar (West Bengal) running in the Ganga River basin have generated a revenue of approximately Rs. 5,08,700/-.

Dr. Badola informed that 49 new potential sites have been identified. Out of which 15 Jalaj sites are ready to be inaugurated in Uttarakhand (N=9), Himachal Pradesh (N=1), Haryana (N=1), Uttar Pradesh (N=1), West Bengal (N=1), Bihar (N=1), New Delhi (N=1) state of the Ganga River Basin, for which she also explained the theme of each Jalaj. She informed that potential stakeholders, at institutional and individual levels have been identified in the remaining 35 Jalaj sites.

DG, NMCG opined that the new Jalaj sites especially the home stay models should be linked to the Ganga Praharis so as to promote the essence of "vocal for local" and acknowledge the efforts being made by these Grass roots communities for the conservation of Ganga River and its tributaries. He also suggested to work on inauguration few more sites in addition to 15 mentioned by Dr. Badola. To which Dr. Hussain agreed and informed the forum that the team will accelerate the preparatory work for maximum number of potential Jalaj sites in addition to the 15 sites, for inauguration early next year. Adding to information on the homestay model, Dr. Badola mentioned ensured that all the Jalaj Home stay models have been selected with at most precision to anchor the sustainable community based conservation efforts.

Shri Jagmohan Gupta suggested on linking the Jalaj homestay with the state tourism department and developing low-cost flyers of information on individual homestay at the Jalaj Awareness and Marketing Center at Dilli Haat, New Delhi for mass awareness and outreach to a larger audience. Agreeing to the suggestion Dr. Badola informed that the team will be working on the same.

DG, NMCG expressed his happiness on the success of Ganga Prahari products from Jalaj Sundari, Sunderban and applauded the team on enhancing the seasonal employment of Women Ganga Praharis to round the year engagement through the interlinked Jalaj centres especially JAM at Dilli Haat. He also suggested on enhancing the Jalaj activities at Jalaj Chitrangada, Farraka, Murshidabad, West Bengal and link it with Tourism Ministry to which Dr. Badola agreed on exploring more potential at the site commencing with the Ghat-pe-Haat initiative.

Dr. Badola informed that the inaugurated Jalaj Panchjanya near ISKCON Mayapur at Nadia district is ready to open soon for visitors.

The Committee noted the information.

Activities	Progress
1.2	Identification of beneficiary groups
	Dr. Badola informed the Committee that various beneficiary groups (N=42) have been identified at 45 Jalaj sites for the proposed Jalaj centers and dentification of the remaining 33 beneficiary groups is ongoing. She further added that Need assessments are being carried to develop a site-specific Jalaj model at 52 locations.
	The Committee noted the information.
1.3	Awareness Activities
	Dr. Badola apprised the Committee that more than 1,09,800 people have been sensitized and educated on freshwater species and its conservation during various awareness activities (N=45), in addition to the exhibitions and awareness corners installed at Jalaj centers at various sites, including; zoos and national parks established in association with various stakeholders viz., district administration, state forest departments, educational institutes etc. along with which regular cleanliness and plantation drives, and awareness rallies are being conducted especially during special days of cultural and conservation significance namely; Ozone Day, Biodiversity Day, Earth day, Wildlife Week, Chatt Puja, Ganga Dusshera etc.  Shri Jagmohan Gupta suggested that the intense field undertaken by the team should be linked with the State Project Management groups, District Ganga
	Committee and other institutions for better exposure, execution, larger outreach and sustenance in the future.
1.4	Publications & Awareness Materials Develope
	Dr. Badola informed the Committee that number of publication material have been prepared so far including; One pager describing information about the 48 diverse Jalaj centers and its key attractions have been prepared, Jalaj Brochure introducing the initiative in Hindi & English languages, Aquatic species panels for display at different Jalaj centers in Hindi, Bengali & English languages and Jalaj model wise brochures underway.  Dg, NMCG suggested that each publication being prepared under the project should incorporate logos of Namami Gange, Arth Ganga, WII and Jalaj.
	WII team noted the information.

# Activities **Progress Identification of New Stakeholder** 1.5 Dr. Badola informed that more than new Ganga Praharis and Self-Help Groups (SHGs) have been registered through the Jalaj centers. She added that some of the groups are functioning independently. DG, NMCG suggested to register the mentioned groups under the informed government laws. To which Dr. Badola answered that groups are being registered as per the norms of National Rural livelihood Mission (NRLM) and once formed these groups are linked to individual State Rural Livelihood Mission (SRLM). DG, NMCG suggested to hold regular monthly meetings with SHGs associated with each Jalaj to keep and upload minutes of each meeting online on a similar software developed by NMCG, New Delhi to take updates on State Project Management Group and District Ganga Committee activities in the Ganga River Basin. The data collected will be part of the NMCG repository. Stakeholder Trainings/Skill Development 1.6 Dr. Badola informed that four (N=4) training modules on organic farming, batik print leather & bamboo handicrafts are finalised, 76 stakeholder groups have been identified for capacity building training & workshops and till date 46 skill development trainings have been imparted to 645 Ganga Praharis including 475 females Ganga Praharis. She added that Seven (N=7) livelihood trainings in cloth bag making, textile designing, health & wellness and kantha embroidery are in pipeline. The Committee noted the information. Market Links and promotion of Jalaj Products 1.7 Dr. Badola informed that 26 Jalaj initiative-based videos on Jalaj Youtube channel, with six (n=6)episodes on Jalaj centers, 13 episodes on Jalaj products, seven (N=7) episodes on site level exhibitions and workshops have been developed, designs of different Jalaj products including 45 product labels have been finalised, Jalaj website developed and linked with webpages of different Jalaj centers is underway, webpages have been developed for seven (N=7) Jalaj centers, Quick Response (QR) codes for

### **Activities Progress**

information on nine (N=9) freshwater species and 45 Jalaj product developed. Apart from this Jalaj products have been displayed and sold during major scientific and cultural events including; ICCON-Mysore (Karnataka), Gaj utsav-Kaziranga (Assam), Asia protected areas partnership-Dehardun (Uttarakhand), Rural Science Congress UCOST-Dehradun (Uttarakhand), Ghat par Haat-Sahibganj (Jharkhand) under Mission Life and Special Campaign 3.0-Murshidabad (West Bengal), Janmashtmi Utsav ISKCON-Sahibganj (Jharkhand), Annual Research Seminar WII-Dehardun (Uttarkhand), Doon University-Dehardun ATPC-Coimbatore (Tamil Nadu), Visit of Chief Minister-Uttar Pradesh at Pillibhit Tiger Reserve-Pillibhit (Uttar Pradesh), Wildlife Week Kalesar National Park-Yamunanagar (Haryana), Navratre Mela & Chatt Pooja-Bhagalpur (Bihar), Prakritika-The Anindo Banerjee Organics seed & food Festival cum exhibition-Patna (Bihar). Diwali Expo Wildlife Institute of India-Dehardun (Uttarakhand).

DG, NMCG suggested to add tabs to the Jalaj website indicating the number of visitors, listing of the Jalaj Outlet and also suggested to remove the tab indicating the total sales amount. He further added that the team should take up means to increase the number of views, reviews and shares on the Jalaj social media platforms.

Shri Jagmohan Gupta suggested to submit the total expenditure incurred in organising the exhibitions displaying Jalaj products, services and freshwater species awareness material.

## 1.8 Jalaj Livelihood & Skills Assessment Survey

Dr. Ruchi Badola informed that two sets of questionnaires have been finalised and floated to collect responses with the assistance of site level teams engaged at various Jalaj centers on the Baseline data on bimonthly activities carried out at Jalaj centers and for the Livelihood & Skills Assessment and the onsite Questionnaire survey has been initiated at village level and for individual Jalaj centers under progress.

The Committee noted the information.

## **Activities Progress** Value Addition to Jalaj Awareness and Marketing Center (JAM), Dilli Haat, 1.9 **New Delhi** Dr. Badola informed that three project personal have been recruited for JAM, Movies have been developed for display at JAM center. Procurement of equipment including desktop, printer etc., and packaging articles, machines, Storage articles, Chairs, Racks and Tables has been done. Designs of packaging of different Jalaj products including 28 product labels has been finalised, quick Response (QR) codes for information on nine (N=9) freshwater species and 28 Jalaj product has been developed. Gift Hampers with Jalaj products has been developed. She also informed that live workshop by Ganga Praharis from various Jalaj centers for eight weeks is proposed at JAM. DG, NMCG suggested to identify Self Help Groups (SHGs) around the Jalaj Awareness and Marketing center, Dilli Haat and register them as per NMRLM norms. He further suggested to recruit project personal from WII to train the JAM team. To which Dr. Badola mentioned that two trained Ganga Praharis from Jalaj Avlokan will be recruited at JAM. Dr S.A.Hussain suggested the committee on establishing a base camp in New Delhi and requested NMCG for stay arrangements to the made for Ganga Praharis at the Indian Institute of Public Administration (IIPA) hostel travelling to Delhi for the Live workshops at Dilli Haat. Shri Jagmohan Gupta suggested to prepare low-cost brochures based on the species panel for displayed at JAM to sensitize visitors at Dilli Haat. He also suggested on building up strategies to minimize product loss during transportation to Dilli Haat and other sites. DG, NMCG suggested to channelise the supply order chain to track on the demand and sully of Ganga Prahari Jalaj products so as to minimize losses. **Appreciation and Achievements** 1.10 Dr. Ruchi Badola informed the following appreciations and mile stones of the Jalaj project: Jalaj was recognized as one of the most potential freshwater conservations community-based approach to bridge the gap between conservation and local livelihoods by the Hon'ble Prime Minister of India during his address in the 96th Episode of radio talk "Mann Ki Baat" series.

#### **Activities Progress**

- Appreciation on Jalaj initiative and Ganga Praharis products by the Hon'ble Chief Minister of Uttar Pradesh Shri Yogi Adityanath during his visit to a Jalaj stall at the Pilibhit Tiger Reserve, Uttar Pradesh. The dignitaries also included; the State Forest Minister Shri Arun Kumar Saxena, State Minister Shri K.P Malik, District Magistrate, Sub Divisional Magistrate Divisional Forest Officers, and Municipal Chairman Pilibhit.
- Appreciation on Jalaj initiative and Ganga Praharis products by the Hon'ble Chief Minister of Uttarakhand Shri Pushkar Singh Dhami during his visit and stay at Jalaj Anand Ganga home stay in Uttarkashi, Uttarakhand.
- Jalaj stall awarded as for Best Stall during the Rural Science Congress, at Uttarakhand Government of Science & Technology (UCOST), Dehardun Uttarakhand.
- Three of Jalaj Assistant Coordinators from Sahibganj (Jharkahnd), Kannauj and Varanasi (Uttar Pradesh) selected as District Project Officers with the Nehru Yuva Kendras (NYKS).
- Special days of conservation significance, namely; World Ozone Day, International Day for Biological Diversity, World Turtle Day, Earth Day celebrated at different Jalaj centers to create mass awareness in association with stakeholder groups, including; local communities, Panchayati Raj institutions, State Forest Departments, Ganga Praharis, District Administration, media etc.
- Jalaj Assistant Coordinators actively assisting the NMCG-WII project team in undertaking rescue activities.
- Stakeholders mainly local community, fishermen, Ganga Praharis, with municipal corporation and village panchayats mobilized to conduct regular cleanliness drives in and along the Ghats.
- Jalaj centers actively undertook national campaigns including:
  - a) Mission LiFE, campaign- a total of 45 awareness programmes, cleanliness and plantation drives, drawing/painting involving 2411 participants organized.
  - b) Swachhta Campaign- 3.0, a total of 34 awareness programmes, cleanliness drives involving 859 participants organised.

The Committee noted the information.

## Agenda Item No. 2

## 2. Financial progress of the project (April till October 2023)

Activities	Progress
2.1	Financial Progress
	Dr. Ruchi Badola briefed the committee on the progress of the project. She informed the Director General NMCG that an amount of ₹1crore was allocated to the NMCG-WII Jalaj Project as first installment in January 2023, and 100% fund was utilized by 31st October 2023. Post which NMCG has released the next installment of ₹1crore till 31st March 2024. She also requested the committee to revise the current budget for reallocation of funds under various heads.  DG, NMCG has asked WII to submit a revised budget for the project.

The meeting ended with the vote of thanks by Dr. Ruchi Badola. DG, NMCG concluded the meeting expressing satisfaction on the progress made by the project team, especially regarding the publication materials, movies and website design made for display at various Jalaj centers and invited the Committee Members to attend the next meeting of the Monitoring.

List of Participants						
1.	Shri. G. Ashok Kumar, Director General, NMCG, New Delhi					
2.	Shri. Nalin Kumar Srivastava, Executive Director & Deputy Director General, NMCG, New Delhi					
3.	Dr. Ruchi Badola, Dean-FWS & Scientist-G, WII					
4.	Dr. S.A. Hussain, Scientist-G (Rtd.), Project Manager, Jalaj NMCG-WII Project					
5.	Shri. Jagmohan Gupta, Advisor, NMCG, New Delhi					
6.	Ms. Priyanka Jha, Environment Specialist, NMCG, New Delhi					
7.	Shri. Saurav Gawan, Project Scientist, Jalaj Project, WII					
8.	Dr. Deepika Dogra, Project Associate, NMCG Project, WII					
9.	Ms. Sneha, Project Associate, Jalaj Project, WII					
10.	Ms. Smriti, Agricultural Business Expert, NMCG, New Delhi					
11.	Ms. Richa Dubey, Database Assistant, Jalaj Project WII					
12.	Shri. Prashant Harit, Website and Product Designer, Jalaj Project WII					
13.	Shri. Avshesh Chauhan, System Analyst, NMCG, New Delhi					
14.	Ms. Twinkle Mishra, Website and Product Designer, Jalaj Project WII					



#### **NMCG**

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