



*"In this land of the Ganga, there was education of culture.  
But, more importantly, there was a culture of education."*

*-PM Narendra Modi*



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**GNAMAMI  
GANGE**

# The Ganges Children Handbook

## Module 4 Ganga's Rejuvenation



Indian Institute of Public Administration  
New Delhi

**NAMEMI  
GANGE**





## NAME OF PROJECT

BLENDED CAPACITY BUILDING PROGRAM  
FOR STAKEHOLDERS OF RIVER GANGA

## PROGRAMME

NAMAMI GANGE PROGRAMME

## PREPARED FOR

NATIONAL MISSION FOR CLEAN GANGA

## PREPARED BY

INDIAN INSTITUTE OF PUBLIC ADMINISTRATION

## SPECIFIC FOCUS

STUDY MODULE FOR SCHOOL STUDENTS

## PROJECT TEAM

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## MESSAGE

### THE DIRECTOR GENERAL

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My young Companions,

"Children are the hands by which we take hold of heaven"

The above quotation by Henry Ward Beecher has inspired me to join hands with you in rejuvenation and conservation of our holy river Ganga. I consider your role in the society and believe that your participation in this herculean task can improve the present state of our River.

To make the descent of Ganga worthwhile, you are being made a part part of the project - Blended Capacity Building Programme for Stakeholders of River Ganga under Namami Gange Programme. Ganga lies at the core of our culture and it is our firm belief that your awareness of the complex challenges faced by our national river can bring about behavioural change in the society at large.

Through this booklet, you will be taken to a journey along the Ganges and its basin. We want to create an imprint on you and mould each one of you into responsible adults. This learning process has been tailored for your effective engagement with inclusion of maps, quizzes and puzzles.

We consider the potential of a child in contributing towards a cleaner, breathable future. It is our hope and expectation to meet with your feelings, thoughts and awareness to foster a sense of belonging for River Ganga. We have faith in your tremendous curiosity and capacity & hope that together we can change mindsets and take it to practical application.

S . N . TRIPATHI  
Director General, IIPA

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## PREFACE

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Universally and religiously, water is considered a purifying natural symbol. Indian rivers, besides being the lifeline for many are considered as manifestations of the divine. They connect state to state, past to present. The Ganges is our sacred river with a culturally significant history. It is not just a river but a deity, a cleanser of sins; It is our mother.

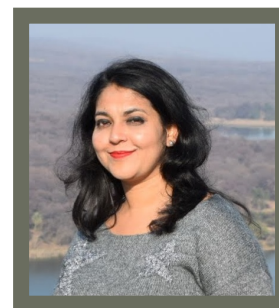
Ganga is a part of India's rich past. It is a symbol of purity and sanctity. It occupies a central space in the collective consciousness of the country, which is why Gangajal is considered the holy water. River Ganga, not only fosters exceptionally rich biodiversity, but it also contributes heavily to the livelihood of India

It is unfortunate that despite the admiration and reverence invoked by the river, it has become a dumping junkyard at innumerable points. Human greed and misconduct have degraded the river quality. It is indeed a matter of concern that the river has altered its flow over the years; with that, the National Mission for Clean Ganga (NMCG) has stepped in to keep the river clean, pure and healthy for the benefit of existing and future generations. It is a matter of pride for IIPA to be entrusted by the project "Blended Capacity Building for Stakeholders of River Ganga" under the Namami Gange programme.

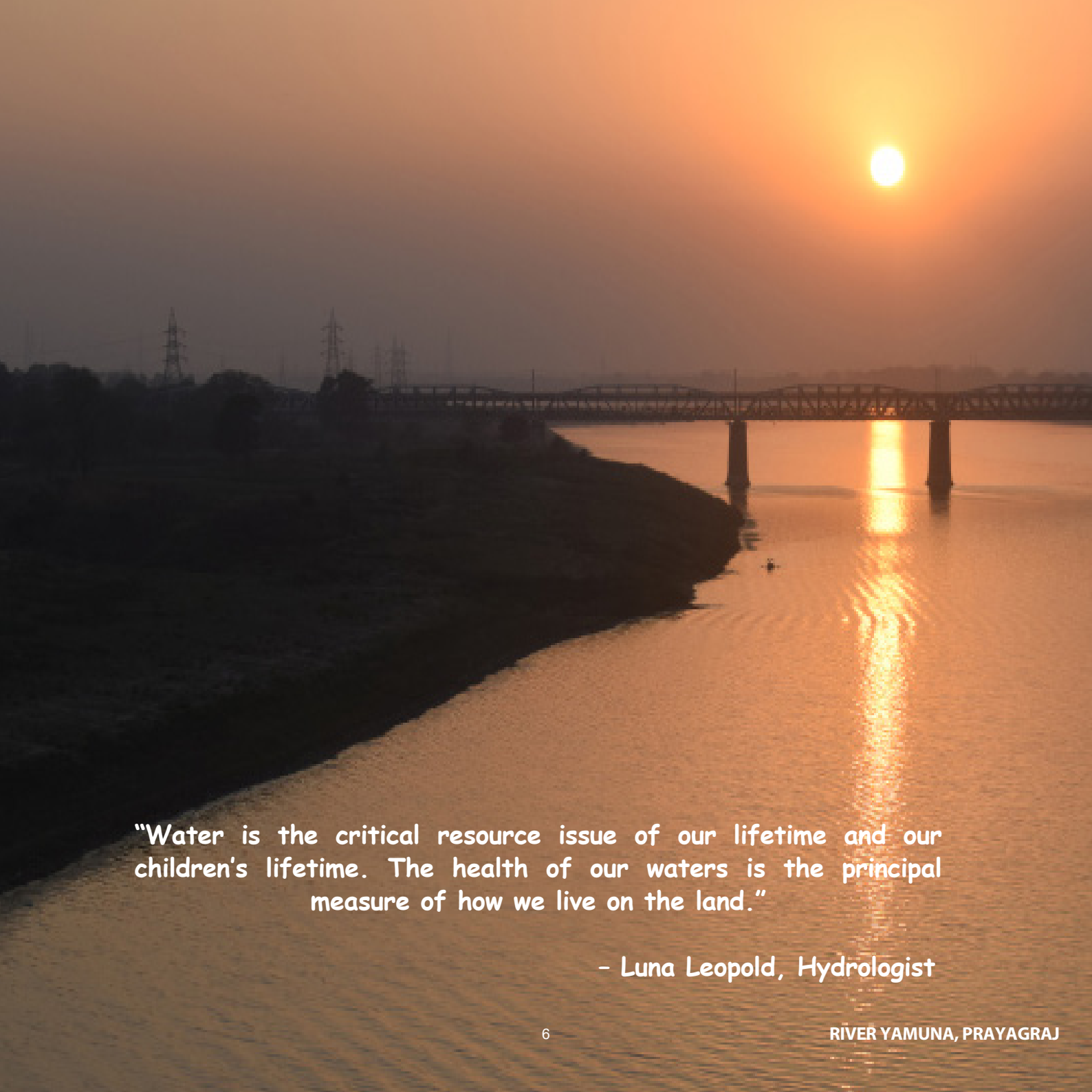
With the aim of conserving and rejuvenating River Ganga, The 'Ganges -Children Handbook' has been prepared to make children interact with our national river. The book encompasses a holistic view of the river Ganga by posing the challenges and opportunities in and around Ganga basin.



V. K. S H A R M A  
Senior Professor, IIPA



S H Y A M L I S I N G H  
Assistant Professor, IIPA



"Water is the critical resource issue of our lifetime and our children's lifetime. The health of our waters is the principal measure of how we live on the land."

- Luna Leopold, Hydrologist





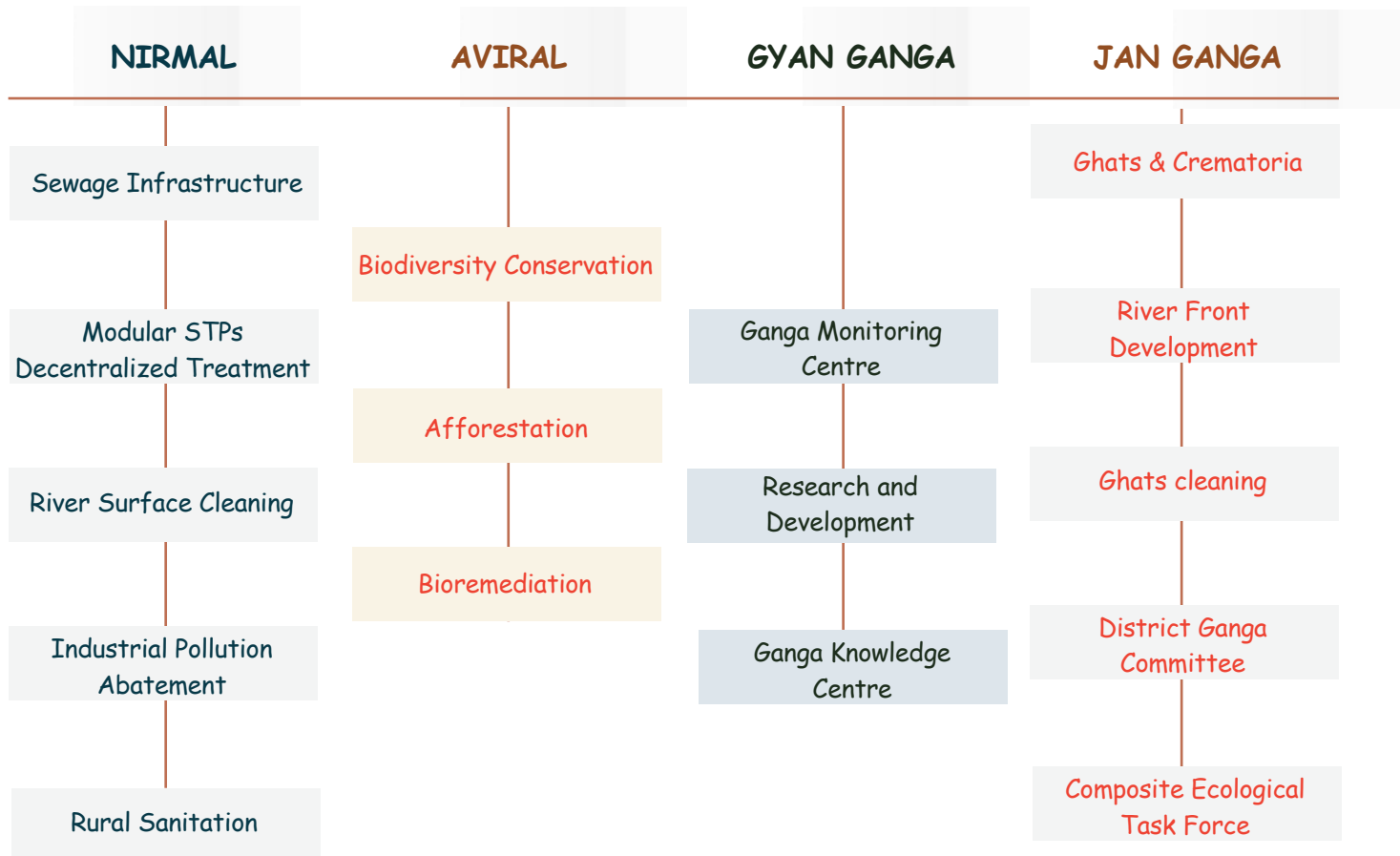
We suppose you re wondering why we are here.....

To develop sustainable and viable economic development for the Ganga basin, Namami Gange mission took the lead by integrating people's participation for Ganga Rejuvenation through the visionary concept of Arth Ganga.

One of the major objectives of this programme is to **strengthen capacity and public awareness** and promote multi-sectoral coordination. NMCG emphasises on the conservation of River Ganga through building a public opinion by stakeholders' engagement. To facilitate new research initiatives, capacity building, information collation and knowledge dissemination through different platforms and at multiple places, a knowledge-based institution- Ganga Knowledge Centre (GKC) was established for rejuvenation of River Ganga.

## Ever heard of **NMCG?**.....

Registered as a society of MoEF&CC (Ministry of External Affairs and Climate Change) on 12th August, 2011. Its area of operation is Ganga River Basin. Four defining visions were best suited to restore the wholesomeness of River Ganga.



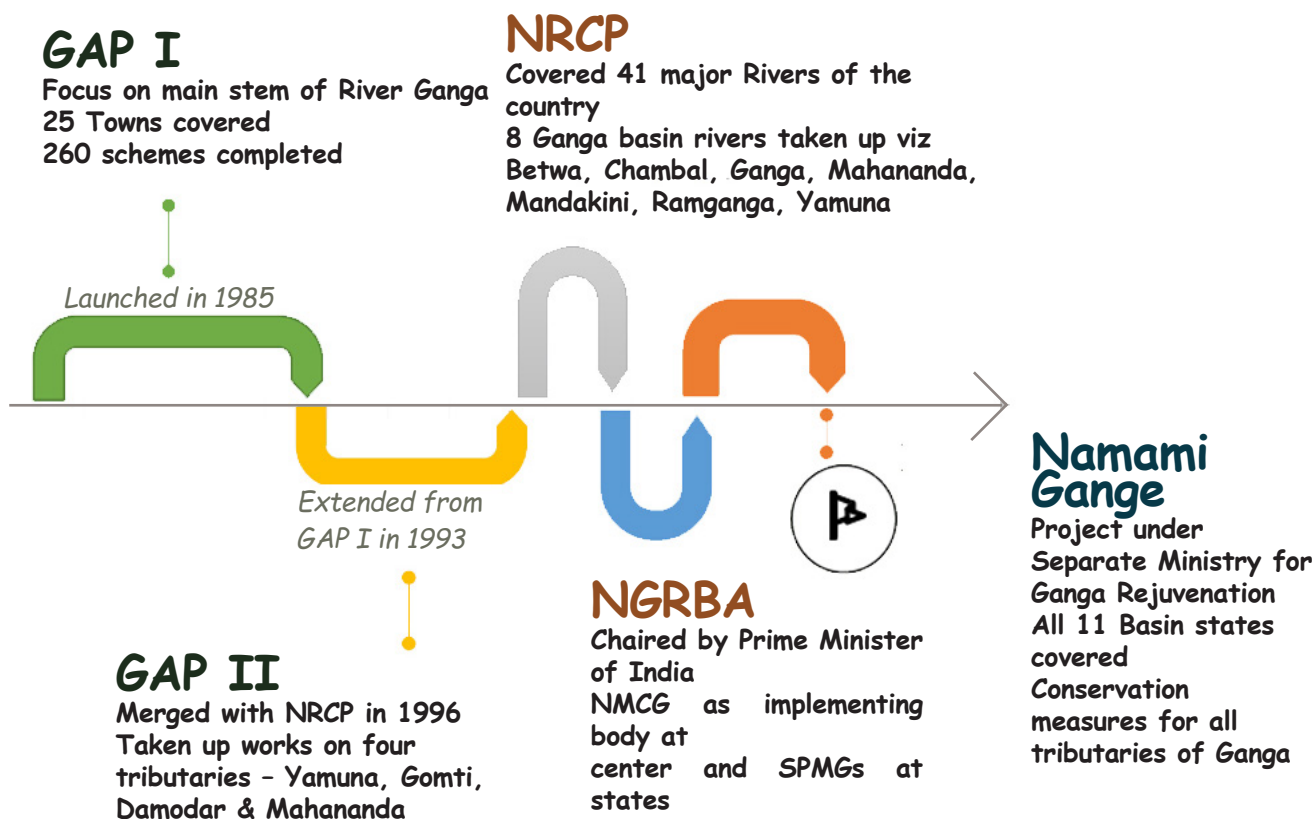
Implemented by **NMCG**, **Namami Gange** is an integrated Ganga conservation mission approved by the Union Government in June, 2014 to accomplish the twin objective of effective abatement of pollution, conservation and rejuvenation of national river Ganga.

Mission of the programme were identified as follows-





## How did we shift towards Basin Based Approach?



GAP: Ganga Action Plan

NRCP: National River Conservation Plan

NGRBA: National Ganga River Basin Authority

NMCG: National Mission for Clean Ganga

SPMGs: State Program Management Groups

## Why was this Approach required for Ganga's Rejuvenation?

### Gangotri to Haridwar

UPPER STRETCH

#### ISSUES

- Deforestation
- Loss of native medicinal and herbal plants
- Highly sensitive and fragile ecosystem and biodiversity
- High inflow of tourists
- Retreating glaciers



### Haridwar to Varanasi

MIDDLE STRETCH

#### ISSUES

- Water abstraction and diversion in huge quantities
- Pollutant loads from anthropogenic activities
- Kanpur's tanneries



### Varanasi to Gangasagar

LOWER STRETCH

#### ISSUES

- Encroachment of River bed, sand mining, etc
- Frequent floods and droughts
- International disputes on flows and interventions



## SOME INITIATIVES UNDER THE NAMAMI GANGE PROGRAMME



Improved wood based crematoria



Strict enforcement of Industrial Pollution



Treatment of drains



Massive Afforestation Drives



River Surface Cleaning



100% sewerage treatment infrastructure for 118 towns





गंगा को स्वच्छ रखे

13

नमामि  
गंगे

GANGA GHATS, RISHIKESH



## YOUR ROLE

- To sensitise next generation and create awareness, a long term partnership is signed between **NMCG** and **Nehru Yuva Kendra Sangathan** for abatement of pollution and conservation of River Ganga.
- Ganga has an inseparable bond with the Indian people and culture.
- Considering the relationship between the Ganga and people and their faith, the role of civil society is of paramount importance.



## READY FOR ACTION, YOUNG REVOLUTIONARIES?

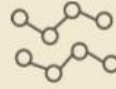


### The road to purity

- Spread awareness about the importance of the river.
- Take part in plantation and cleanliness drives
- Practice water conservation
- Maintain cleanliness



# Murals



With the aim of making art accessible, Namami Gange's partnership with Mojarto and UBI lightened up the streets and ghats along Ganga River. The murals enrich the aesthetic palate of the holy city with the universal appeal of keeping Ganga healthy and clean.



# ART

# ARTIST

FROM LEFT TOP

1. LORD SHIVA AND BRAHMA

NILESH ARTIST

2. PRESERVE

DAVID MEGGS HOOKE

3. KIRTHIMUKHA

CHIFUMI

4. THE GOLDEN FISH

BAKI BAKI

5. DEFLATED

NEVER CREW

TOWARDS RIGHT

6. THE GUARDIAN OF NATURE

KENJI CHAI

7. TYPOGRAPHY

KAFEEL

FROM RIGHT BOTTOM

8. THE ELEPHANT

SENKOE & VALENTINA PINCI

9. MAHAMRITUNJAYA YANTRA

VALENTINA PINCI

10. THE GODDESS GANGA AS A YOUNG GIRL

RAJVARDHAN KADAM

11. THE TURTLE

SENKOE

12. PILLAR OF LIGHT

HARSHVARDHAN KADAM



Design Credits: Imrana Akhtar



























