Linkages and 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 Rajuvenation		District Ganga Committees
Ministry of Environment, Forest & Climate Change	State Zoo Authorities State Forest Departments	 Haiderpur Wetlands, Uttar Pradesh (Ramsar Site) Kanwar Lake Bird Sanctuary, Bihar (Ramsar Site) Sundarbans National Park, West Bengal (Ramsar Site)
Ministry of Cooperation		Rangabella 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
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)



Empowering communities for sustainable aquatic species conservation efforts

Sales Point













Jalaj – "A model for symbiotic linkages between river and communities"

Jalaj concept is aimed at establishing a symbiotic relationship between freshwater species and local communities. It not only promotes livelihood diversification through the promotion of local produce by enhancing women's participation in ecological and economic spheres but also actively promotes awareness of the conservation of freshwater ecosystems. Communities empowered through Jalaj are trained to become resilient and make informed decisions on their natural resources. Various Jalaj models are envisioned as tools to achieve the United Nations Sustainable Development Goals (SDGs) to provide nature-based solutions for addressing the impacts of climate change.

Jalaj aims to realize Arth Ganga in the Ganga River basin by linking local livelihoods with aquatic conservation

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.

Importance of the Ganga River and its tributaries

Rivers have been regarded as lifeline on earth, these freshwater resources are the very source of human existence. Among the rivers, the Ganga River system is the backbone supporting one of the largest human settlements of marginalized communities in the country covering 11 states of the Indian land mass. Despite this immense pressure, this river basin is home to an array of aquatic species, including; our national aquatic animal the Gangetic dolphin, the rarest crocodilian-the Gharial, water and water-dependent resident & migratory birds, amphibians, freshwater turtles, vegetation, etc. Apart from its ecological significance Ganga holds high cultural and socio-economic value. The oldest city in the world Banaras or Varanasi is located on the banks of River Ganga; this basin was part of the silk route trade approximately between the 14th – 15th century A.D. with an important trade site spread across Uttar Pradesh and Bihar. The Ganga River basin has an enormous socio-economic potential due to its perennial agro-climatic potential and cropping season.



| Linking Jalaj awareness center and sale point with local stakeholder



Jalaj awareness cum sales centers are spread across strategic sites in the Ganga River basin with the engagement with various stakeholders including, state and district administration, state forest departments, NGOs, local communities, zoo authorities, women SHGS and societies, Nuclear Power Corporation of India (NPCIL), National Mission for Clean Ganga, State Project Management Groups, and cultural organizations such as Parmarth Niketan Ashram, ISKCON. As per the USB of the stakeholder groups and location, the Jalaj centers themes have been customized accordingly portraying the significance of the conservation of the freshwater species through in and outdoor 3D aquatic species models, awareness panels, wall paintings.

Jalaj centers as mentioned are nodal points for mass awareness on the conservation and protection of freshwater species through regular activities and campaigning, such as cleanliness drives, plantation drives, painting competitions, school visits, exhibitions on special days with conservation significance. The Jalaj awareness and sale points are interlinked within the state and further linked to other centers across the Ganga River basin covering 11 states.

Jalaj products for sale and display

Jalaj awareness and sale centers serve as hubs of knowledge, health, and economic growth for riverside communities. They focus on reducing reliance on the river by providing skills and sustainable economic opportunities. These centers feature a variety of indigenous products crafted by Ganga Praharis, including Batik and Kantha stitch fabrics, hand-painted sarees, baskets, trays, bags, mats, diaries and planters prepared by natural materials such as water hyacinth, Kans grass, jute, bamboo and Pine needles. Other items include handicrafts, reusable sanitary pads, key rings, incense sticks, honey, and millet-based snacks and sweets. These products are sourced from communities along the Ganga River, from Uttarakhand to West Bengal.



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