# Sustainable Development Goals Addressed Through Livelihood nterventions













### Your support in ensuring success of these Jalaj Production & Alternate Livelihood Units

By purchasing the products made by our Ganga Praharis and other community members at these centers, you not only aid in preservation of traditional handicraft, cultural, and nature based products but ensure the success of a conservation based livelihood activity focused on the vulnerable freshwater ecosystem in one of the largest river basins of the country!



### For more information, please contact

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Empowering Riverside Communities for Sustainable Conservation Efforts

The Ganga River basin is home to a large population of marginalized communities residing in close association with the freshwater resources. In order to engage the community members in conservation initiative and to reduce their direct dependency alternate livelihood skill development training are being imparted under the National Mission Clean Ganga- Wildlife Institute of India (NMCG-WII), Jalaj connecting river and people to realize Arth Ganga Project.

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## Jalaj Production & Alternate Livelihood Training Center

The Jalaj Production /Livelihood Centers have been created under the NMCG-WII Jalaj Project in community spaces at select locations in association various stakeholders, including; village panchayats, state forest departments (SFDs), religious groups etc. in the Ganga River Basin. Community members engaged with the Jalaj production units have been trained in developing local handicrafts, stationary items, clothing, food items, health & hygiene products etc. made from locally available raw materials which have been linked to markets. Thus, the products represent more than just items of craft; they symbolize a sustainable and eco-friendly approach to livelihood. By providing alternative income sources, these initiatives help reduce dependency on harmful practices that threaten the Ganga River's ecosystem.



The training centers not only provided skill enhancement training but are also centers for discourse on biodiversity of Ganga River and its tributaries, related threats, conservation measures and importance of a clean Ganga river basin. The trainees at the center are mobilized and motivated to conduct regularly cleanliness/plantation drives and sensitise other community members on the importance of freshwater biodiversity and cleanliness of the river.

### Impact of the Jalaj Production & Alternate Livelihood Units

The Jalaj Production /Alternate Livelihood Units have played a key role in connecting with the local communities, especially women and ensuring their participation in freshwater conservation activities. Women and young girls, who were restricted to their households, have turned out in large number and joined these livelihood centres encouraging more women to registered themselves as Ganga Praharis (Volunteers from riverside communities who guard their stretch of rivers in the Ganga river Basin) after attending the livelihood trainings. Today, these empowered Women Ganga Praharis are proactively organizing conservation related activities, including hosting special days of conservation significance, reporting of distressed animals, assisting conservation agencies in field works etc., as community champions in their individual stretch of rivers.



Uttar Pradesh







Kasturi Kannauj, Uttar Pradesh

Samagra Varanasi Uttar Pradesh





Sarayu Ayodhya, Uttar Pradesh





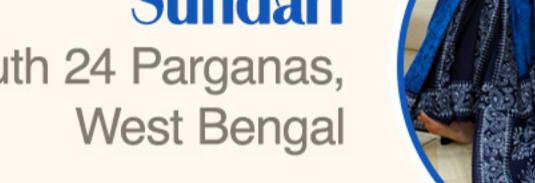
Ashoka

West Champarar



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Sahibganj, Jharkhand





West Bengal

