

# **Youth Partnership in Ganga Rejuvenation Mission**

**an initiative of Nehru Yuva Kendra Sangathan**

**Ministry of Youth Affairs and Sports, Govt. of India**

**In collaboration with**

**National Mission for Clean Ganga**

**Ministry of Water Resources, River Development and**

**Ganga Rejuvenation Govt. of India**

## Genesis and Vision

- *'It's my destiny to serve Maa Ganga'* said **Shri Narendra Modi, Hon'ble Prime Minister** of India while addressing audiences on the banks of River **Ganga at Varanasi** after he got elected in May 2014 to Parliament
- Addressing the Indian community at Madison Square Garden in **New York** in 2014, the Prime Minister said, **"If we are able to clean it (Ganga), it will be a huge help for the 40 per cent population of the country.** So, cleaning **the Ganges is also an economic agenda."**

# Goal

- Contribution towards **abatement of pollution** of river Ganga
- Conservation through **youth and public** participation
- Promotion of **National Integration (Sab Ka Sath Sab Ka Vikas)**

# Objectives

- Develop a **Cadre of trained and motivated local youth** to take up project activities
- Create **awareness and educate** target audiences about the consequences and impact of polluted Ganga
- **Sensitize and mobilize support** of people of all walks of life pertaining to prevention of pollution of the river Ganga and measures for its conservation.
- Provide information on existing government programmes pertaining to **construction of toilets, water harvesting & conservation etc. for clean Ganga.**

## Focus Areas

- Education and Awareness Generation for Swachh Bharat
- Undertaking Cleanliness Drives
- Plantation Drives for medicinal plants and native tree species
- Motivation for making Villages Open Defecation Free
- Monitoring of illegal activities along the banks of River Ganga.

# Coordinating and Support Agencies

- Respective State Government and District Administration Departments
- Water and Sanitation
- Public Health
- Forests
- Agriculture and Horticulture
- Universities, Institutes
- Local Religious & Political Institutions and Leaders
- NGOs
- Municipalities
- Gram Panchayats
- Youth Clubs and
- Other who can extend support in achieving the goal of the project

# Target Audiences

- Adolescents, youth and their peer groups
- Village communities
- Spokespersons
- Local youth & women groups
- Religious & Political leaders

# Geographical Coverage

## State wise number of Districts, Panchayats and Villages

Sr. No.	State	No. of Districts	No. of Blocks	No. of Gram Panchayats	No. of Villages
1	Uttarakhand	3	10	42	64
2	Uttar Pradesh	17	78	783	1023
3	Bihar	5	36	171	687
4	West Bengal	4	95	207	562
5	Jharkhand	0	0	0	0
<b>Total</b>		<b>29</b>	<b>219</b>	<b>1,203</b>	<b>2,336</b>



**Timeline:** 3 years from the date of release of funds to NYKS

**Financial Support:** Rs 10 Crore from NMCG

# Activities and Implementation Strategies

## Phase - I. Establishing Project Implementation and Management Team

### 1. (a) Project overall Supervision and Monitoring Body at National Level

- **Director General, NYKS.**
- Executive Director, NYKS
- Directors/Joint Directors, NYKS Hqrs. Program & Projects, Finance Budget and Accounts, Personnel, Media sections.
- One National Program Officer, One Project Assistant, One Data Entry Operator at NYKS Hq

## 2. State Level

- **04 State Directors** and 04 Deputy Directors – Uttarakhand, UP, Bihar, West Bengal and, NYKS overall supervisory officers at state level.
- **01 State Project Officer (SPO)** – to be deployed in Uttar Pradesh (As there are 17 district which are to be monitored and reported
- 1 Project Assistant– to be deployed in each of 4 states.

## 3. District Level

- **29 Full Time District Youth Coordinators**, NYKS
- **29 District Project Officers** will be selected and deployed.
- **Spearheaded Campaign Team - Pool of 50 artists**, motivators, eminent persons and activists who can participate, motivate & help in implementation of programme will be selected in each district.

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#### 4. Cluster of Panchayats and Village level - Ganga Vahini Youth Motivators (GVYM)

- **23,360 Ganga Vahini Youth Motivators** will be selected in consultation with village based Youth Clubs (10 in each of the 2,336 villages)
- The youth under this category would be drawn from their respective Panchayats and local villages
- They will work on voluntary basis.

# Phase - II. Selection, Capacity building, Orientation Training and Workshops

## 1. National Level

- **National level Project Orientation**, Training cum Planning workshop with NYKS State Directors, Deputy Directors and selected districts' Youth Coordinators

## 2. Regional level

- 02 Regional level four days Brainstorming, Orientation Training cum Media Workshop of 29 District Youth Coordinators and 29 District Project Officers and 1 State Project Officer (for UP only) and 1 Project Assistant in all selected states (for UP only) for establishing strategies and developing Action Plan for Implementation.

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### 3. District Level

#### Spearhead Campaigners Teams Training Workshops –Cultural Rejuvenation & Motivation

In each of the 29 districts, 50 enthusiastic, educated youth and who have proven background of presenting culture programs and Nukkad Nataks would be imparted seven days training

### 4. Village level Youth Volunteers Training

- 2 day Training of **23,360 youth volunteers (10 each of 2336 villages)** will be oriented/trained and motivated to voluntarily undertake project activities in their respective Villages. Each training would be of in which 50 youth would participate. **There will be a total of 467 trainings with 50 youth each in 4 States.**

## **Phase - III. Environment building, Community Mobilization, Sensitization and Advocacy**

- **Regular meetings** in all 2336 project villages will be conducted with some core agenda

- **29 District Conventions** - to sensitize all categories of stakeholders

Total 5,800 participants (200 from each district).

# Phase - IV. Field level set of Activities, Cultural Rejuvenation & Motivation

(1) Mass Communication and Public outreach activities in 2336 Villages as well as Cultural Rejuvenation & Motivation

## 1. Organizing Awareness and Educational Program

- Educate target audience with **Key primary messages**
- **Theme Based Songs** and Nukkad Nataks-Traditional, and other preferred/liked locally
- **Prabhat Pheri, Rallies** - Candle/Deepak Marches, Cycle Rallies for Mass Awareness Generation, Educational & Motivational Campaigns & IEC
- **Telling Stories and Case Studies** on Overcoming and Refraining from spoiling Ganga River

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- **Oath Taking** Ceremonies on different occasions
- Public **Lectures by Experts** and distribution of IEC material
- Holding of **Theme based street plays** and cultural programmes
- Painting **competitions** at school and village
- **Slogan&** essay writing competitions at village and school /college level
- **Exhibitions,** Presentation of **Films** and Documentaries

## 2. Community Work Camps (Shram Daan) - Demonstration Activities

The members of Youth Clubs would be motivated to undertake Special Cleanliness Drive in their respective areas. Cleaning Drive includes:

- **Plantation** of native tree species in each Gram Panchayats and medicinal plants in Households in the targeted villages
- Eradication of weeds campaign
- Collection of polythene bags and plastic material for disposal,
- **Cleanliness** Drives of streets, common places, cremation grounds, Schools, Hospitals, Statues

## 3. Press, Social Media and Publicity

## **Phase V. Monitoring and Evaluation, Documentation and Report Writing**

- **Mid Term Evaluation of the project**
- **End term Evaluation of the project**
- **Impact Assessment**

**Jai Hind**