



# Involvement of Youth in **NAMAMI GANGE**



Implementing Agency:-

Nehru Yuva Kendra Sangathan

Ministry of Youth Affairs and Sports, Govt. of India

Funding and Support Agency:-

National Mission for Clean Ganga

Ministry of Jal Shakti,

Department of Water Resources, River Development and Ganga Rejuvenation, Gol.

## Project: - “Involvement of Youth in Namami Gange Programme”

**Implementing Agency:** Nehru Yuva Kendra Sangathan (NYKS), Department of Youth Affairs, Ministry of Youth Affairs and Sports, Govt. of India

**Funding and Collaborating Agency:** National Mission for Clean Ganga (NMCG), Ministry of Jal Shakti, Department of Water Resources, River Development and Ganga Rejuvenation, Govt. of India

### About NYKS-

The scheme of Nehru Yuva Kendra (NYK) for each district was started by Government of India in the year 1972. The Nehru Yuva Kendra Sangathan came into existence in 1987 as an autonomous body of the Central Government which is presently functioning under Department of Youth Affairs, Ministry of Youth Affairs & Sports. Since 1972, there has been a phenomenal growth in the existing number of Nehru Yuva Kendras which are functional to-day in as many as 623 districts of the country. Further, in order to manage, administer and run the 623 district based Nehru Yuva Kendras, State Offices in 29 States of India have been established by NYKS.

The core strength of NYKS is a net work of 1.81 Lakh village level Youth Clubs across India with an enrolment of about 35.38 Lakh rural youth volunteers. These Youth Clubs are engaged in the areas like education, training, awareness generation, leadership and personality development for addressing social issues, community development and social welfare activities.

### Brief about the project-

The project “Involvement of Youth in Namami Gange” is a collaborative effort of National Mission for Clean Ganga (NMCG), Department of Water Resources, River development and Ganga Rejuvenation, Ministry of Jal Shakti with Nehru Yuva Kendra Sangathan (NYKS), Department of Youth Affairs, Ministry of Youth Affairs & Sports to provide a boost to the flagship programme of “Namami Gange” for conservation and rejuvenation of River Ganga. Out of eight main pillars of “Namami Gange Programme”, youth volunteers of NYKS have been involved in three pillars namely, Afforestation, Cleanliness and Public Awareness.

### Vision

*‘It’s my destiny to serve Maa Ganga’* said Shri Narendra Modi Ji, Hon’ble Prime Minister of India when he was elected in May 2014 to Parliament from Varanasi, situated on the banks of River Ganga in Uttar Pradesh.

Addressing the Indian community at Madison Square Garden in New York in 2014, Hon’ble Prime Minister said, “If we are able to clean it, it will be a huge help for the 40 percent population of the country. So, cleaning the Ganges is also an economic agenda.”

### Signing the MoU-

A Memorandum of Understanding was signed between both the parties on 8th June, 2015 for 05 years. However, the project could not be taken up further. Later on the existing MoU was reviewed with modification in the budget proposal. It was followed by an administrative approval of Rs. 10 crore for 3 years from NMCG on 15 May, 2017 for implementation of the project in 29 Districts. In June 2020, the MoU was further extended for a period of 03 years.

### Conception & finalisation of the project with Series of Meetings-

A joint meeting was held under the Chairmanship of Secretary, YA, MoYAS on 9th May, 2018. As decided in the meeting, revised MoU between NMCG and NYKS covering 50 districts of 5 States with a budget proposal of Rs. 27.86 crore for 3 years was submitted. Subsequently, in the letter of even No. dated 25.09.2018 from ED (admin) NMCG, it was indicated that there is need to initiate immediate action in the existing 29 Districts itself.

As desired by NMCG, NYKS submitted a revised budget to the tune of Rs. 11.83 crore vide letter No. NYKS/Spcl projects/Namami gange/2018/947 dated 23rd October, 2018 for implementation of the project in 29 districts for 20 months. The same was examined by NMCG and modified by rearranging the heads of expenditure and the final amount finalised was Rs. 9.90 crore by NMCG

**Goal:** Contribution towards abatement of pollution of River Ganga and Conservation through youth and public participation

#### Objective:

- ▶ Develop a Cadre of trained and highly motivated local youth to take up envisaged activities under the project.
- ▶ Establish an institutional mechanism at different levels of the project for support, guidance, transparency.
- ▶ Sensitize and mobilize support of local youth and villagers pertaining to prevention of pollution of river Ganga and measures for its conservation.
- ▶ Generate awareness and educate target audiences about the consequences and impact of polluted Ganga.
- ▶ Provide information on existing government programmes, schemes, and services pertaining to construction of toilets, water harvesting, conservation etc. for clean Ganga.

**Coverage:** At present project covers 2,336 Villages in 219 Blocks of 29 districts of 4 States viz. Uttarakhand, Uttar Pradesh, Bihar and West Bengal along river Ganga.

**Project Duration:** November 2019 to June 2021 (20 Months) in 29 Districts

### Activities as envisaged under the Project:

#### A. Preparatory, setting up of Institutional Mechanism, Capacity Building and Advocacy

- Finalization of Project Guidelines and sharing
- Selection and Deployment of Project functionaries
- Formation and Activisation of Youth Clubs in 2336 Villages
- Identification & Selection of 50 Spearhead Team Members
- Identification and selection of Ganga Doots from 2,336 villages
- 7 days Training of 50 spearhead Team
- Cluster of Villages level 2 days Trainings
- State level Launching & Advocacy
- District Conventions

#### B. Village Level activities to achieve the objectives of the project

1. Awareness Creation and Mobilization of Communities
2. Cleanliness Drive activities in Villages
3. Plantation Drive

4. Motivation and facilitation to promote making villages Open Defecation Free (ODF)
5. Door to Door Personal Contact and Peer Education Program

### **C. Impact Assessment & End Term Evaluation**

By Third Independent Party and submission to its report/findings to NMCG

## **Achievements under the Project**

### **1. Setting up of Institutional Mechanism**

- Prepared Project Guidelines and shared with concerned NYKS State Directors and District Youth Coordinators for implementation.
- Deployed Four Project Assistants in 4 States (Uttarakhand, Uttar Pradesh, West Bengal, Bihar) and 29 District Project Officers in 29 Districts under the Project
- 2,336 Youth Clubs have been formed in targeted villages on the banks of River Ganga.
- 22,630 Ganga Doots have been selected out of 23,360 Ganga Doots,
- 3 Regional level Brainstorming, Orientation Training cum Planning Workshops have been completed in Uttar Pradesh (with the participation of Uttarakhand), West Bengal and Bihar. The objective of the workshop was to train project functionaries and to develop understanding of District specific strategies of the project and course of implementation of various activities at district and village level.



*Regional level training at Patna, Bihar*



*Regional level training at Uttar Pradesh where in Uttarakhand Project functionaries were also involved*



Regional level training at Kolkata, West Bengal

## 2. Field Activities organised

### Social Mobilisation, Mass Movement, Community Participation Activities

The local residents of Ganga Villages are mobilised /aware by the field functionaries, Spearhead Team Members and Ganga Doots with the basic aim of transforming the Namami Gange Programme into People's way of Life.

- **7635 awareness activities** around the River Ganga at Ganga Ghats, rallies, Door to Door personal contact activity, Wall Writing/Slogan Writing, Distribution of IEC material activity, Social Media awareness like messages, posters etc. and Online Quiz and Signature campaigns on Ganga Swachhta in which 1,26,696 youth participated.



Awareness Activity in Farrukhabad, UP





- **163 Workshop/Seminars** were conducted in which local villagers/Ganga doots of Ganag Villages were sensitised about the importance of clean Gnaga and the role that can be played by youth of the Nation in its rejuvenation. A total of 12522 youth participated in various workshops.





- 697 Oath Taking Ceremony to keep Ganga clean have been undertaken in which 16549 persons participated.



- **560 Drawing/Debate competitions** were conducted with the theme of keeping the River Ganga Clean in which 16105 youth participated including school children.



- **488 Plastic free Village activities** were conducted in which 1981 youth participated.



- **96 Motivational Lecture/Discussions** were also conducted in which 10321 youth participated.
- **151 Prabhat Pheries** were conducted in which 8497 youth participated.



- 13 Street plays were also conducted in which 1222 youth participated.



- 462 Sports competition in Ganga Village were conducted in which 7938 youth participated.



Sports Tournament in Kannuj, Uttar Pradesh

- 397 Meeting with Panchayats were conducted in which 8448 persons involved.
- 517 activity of sensitization/motivation of Ganga Doot by DYCDPO in which 20409 youth participated.
- 40 activities as “Ghat par nahi Ghar par Campaign” were also undertaken by which 3640 persons benefited.
- 13 Awareness activity through social media on Wildlife Week (Save Animals) were conducted

## Activities for abatement of Pollution, Conservation and Rejuvenation of River Ganga

Recognizing the multi-sectoral, multi-dimensional and multi-stakeholder nature of the Ganga Rejuvenation challenge, efforts have been made to collaborate with various departments like forest departments, Gram Panchayat, Health Department, NGOs, Nagar Palika, Swachh Bharat Mission, Panchayati Raj Department, Local Government Nursery, NSS, NCC, Udhyan Vibhag, Local Authority- BDO, ADO, Ganga Mitra, District Horticulture Department, Ganga Prahari, Youth Club etc.

- ▶ Total **6,88,165 saplings** were planted in all targeted villages under the project in which includes both local species and medicinal plants. District Project Officers and Ganga Doots of NYKS, Uttar Pradesh participated in Vriksharopan Maha Abhiyan organised by Uttar Pradesh Government on 5th July 2020 in which 72,227 saplings were planted.



- 1143 Cleanliness Drives were undertaken.



Cleanliness Drive in Prayagraj, UP

Cleanliness Drive in West Bengal



Cleanliness Drive in Haridwar, Uttarakhand



- 35 activity of Ganga Quest Online registration and participation in which 28801 youth participated.
- 69 Ganga Aarti were conducted.



- Ganga River **Dolphin Day** was also celebrated on 5th October 2020. This was celebrated at West Bengal for the declaration of Ganga Dolphins as National aquatic animals in 2009 in which 35 persons involved.

### 3. Activities conducted by NYKS other than Project Activities

- NYKS youth volunteers participated in **Ganga Nirikshan Yatra** (from 26<sup>th</sup> May to 9<sup>th</sup> June, 2017)



Ganga Aarti by Sushri Uma Bharti in UP

- Ganga Dussehra** was also celebrated with great zeal and gaiety. During the celebration, the activities such as Awareness Drive, Youth Parliaments, Ganga Chaupal, Cleanliness Drive, Cultural Programmes etc. were undertaken in which 9517 youth took part.





- ▶ **Hon'ble Prime Minister visited Kanpur, Uttar Pradesh on 14th December 2019** in which NYKS participated in awareness activities like Oath Taking ceremony, Swachhta Abhiyan, Nukkad Natak, Rally where in 780 youth participated.



- ▶ NYKS participated in **Magh Mela 2020** w.e.f. 14th January to 21st January 2020 at Uttarkashi District of Uttarakhand State in which 18,024 youth participated.



- ▶ NYKS participated in **Ganga Yatra Utsav** w.e.f. 27th to 31st January 2020 at Meerut district of Uttar Pradesh State in which 52 awareness and education activities were conducted
- ▶ NYKS Participated in **Great Ganga Run** was organised on 15th September 2019 at Jawahar Lal Nehru Stadium, New Delhi in which 505 youth were participated.
- ▶ NYKS, Delhi participated in **Namami Ganga Utsav 2019** at Major Dhyan Chand National Stadium, New Delhi on 4th November 2019 organised in which 208 youth have participated.

- ▶ NYKS, State Directors, District Youth Coordinators, State Project Assistant and District Project Officer participated in the **Flag-in Ganga Aamantran Abhiyan** organised on 13th March 2020 in Delhi.



- ▶ **8422** Awareness and sensitization activities for Rain Water Harvesting, storage and proper utilisation were undertaken from the month of August 2020.



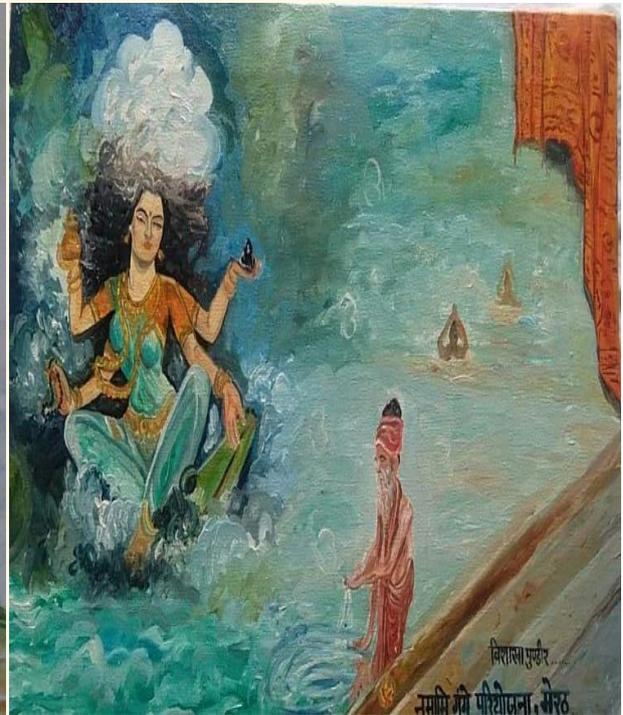
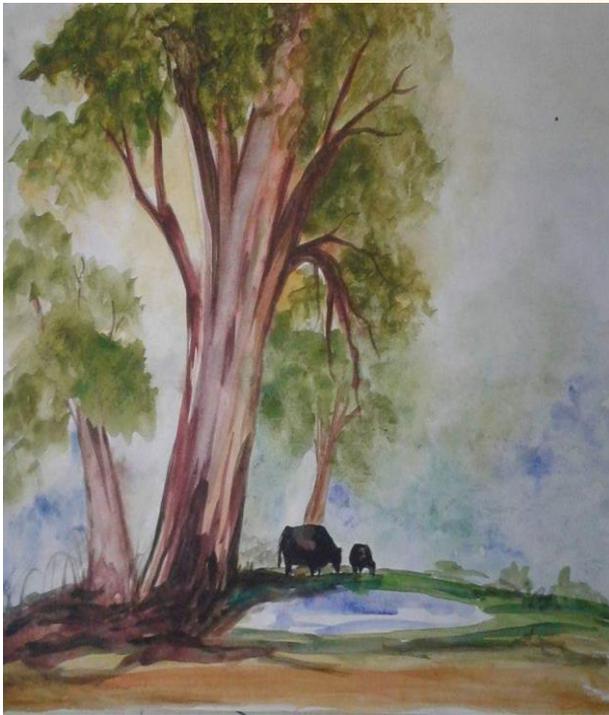
- ▶ **124** Awareness activities on Rashtriya Poshan Maah were conducted.
- ▶ **49** awareness rally on election voters were conducted.
- ▶ **959** activity on Fit India Launch and awareness activities were conducted.
- ▶ **60** free teaching activities conducted for under privileged children.

► 37 Ganga Plog Run have been organised

**Participation in Kalantar 2020 (National Online Painting Championship)**

Kalantar Art Trust is a non-profit organization working for upliftment of art and artists. The organization tries to achieve so by organizing various events of art such as Art Camps, Art Competitions, Chart Shows Exhibitions, etc. KALANTAR 2020 was an opportunity for every artist to put an everlasting stroke of impressive colors and paint their lives with beautiful thoughts. NYKS participated in **Kalantar from 5<sup>th</sup> September to 2<sup>nd</sup> October 2020** organised by Kalantar Art Trust with NMCG being the Event Partner, in which 1140 people participated from NYKS.





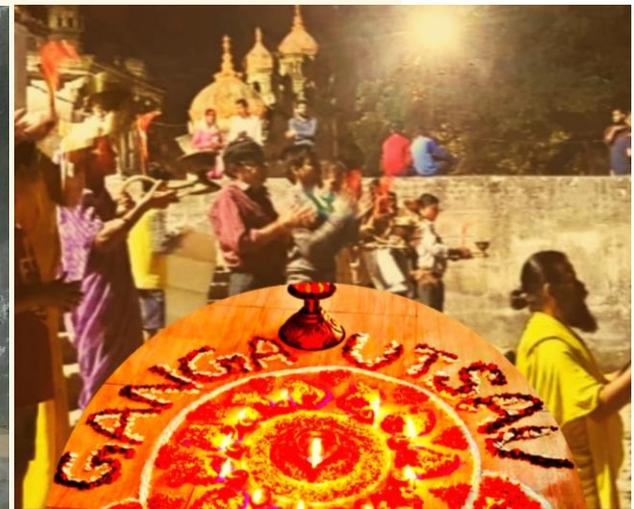
### Celebration of Ganga Utsav- 2020:

Under the Project “Involvement of Youth in Namami Gange Programme”, Nehru Yuva Kendra Sangathan in the states of Uttarakhand, Uttar Pradesh, Bihar, West Bengal conducted activities during Ganga Utsav that was celebrated from **2<sup>nd</sup> November to 4th November 2020** in collaboration with National Mission for Clean Ganga, Ministry of Jal Shakti.

The three day festival aimed to raise awareness on the need for keeping the river clean and to focus on preservation of ecology and environment by conducting various activities especially involving youth and children to create awareness to mobilize one and all in this most important cause of water conservation and river rejuvenation.

NMCG organized Ganga Utsav through virtual platform on 4th November where renowned celebrities from various walk of life have been performing on the subject related to Ganga and its rejuvenation efforts.

These activities included music performances, dance performance, storytelling shows, screening of films on Ganga, Ganga Quiz, interaction with experts on water rejuvenation etc. These activities were designed keeping in mind the relevance of river Ganga and the need for keeping it clean and healthy so that this message can be taken to all parts of the country to create public awareness on the need for Ganga rejuvenation. **1635 activities** of Ganga Marathons, Gnaga Aartis, cultural programmes, nukkad natakas, cleanliness drives were organised by District Project Officers in coordination with District Administration, Village Panchayats etc. during the Ganga Utsav in which 39676 persons were involved.





**Celebration of 151th Birth Anniversary of Mahatma Gandhi:**

Nehru Yuva Kendra Sangathan celebrated 151th Gandhi Jayanti on 2<sup>nd</sup> October 2020 with great zeal and enthusiasm in the states covered under Involvement of youth in NamamiGange Programme i.e. Uttarakhand, Uttar Pradesh, Bihar and West Bengal. Various activities that were undertaken include **swachhta abhiyan, plantation, blood donation, plog run, awareness activity, pledge, Ganga Aarti** etc. in which 5860 persons involved.



## Involvement with Wildlife Institute of India (WII)

With an aim to broaden the horizon of field functionaries deployed under Namami Gange Programme and for holistically dealing the issues associated with River Ganage:

- ▶ **Online Training Course (Training of Trainers-1)** from Wildlife Institute of India was organized to aware **District Project Officers** of the issues involving the river and its biodiversity in a two- day session. The online session was organized on 6th and 7th October 2020.
- ▶ Another **Online Training Session (Training of Trainers-2)** was organized for concerned **District Youth Officers** to aware of the issues involving the river, its diversity, and the prevailing threats and possible solutions in a two-day session on 26th and 27th November 2020.
- ▶ Wildlife Institute of India organised a **Capacity building- National level Spearhead team training programme on 'Biodiversity conservation of Ganga River Basin'** for District Project Officers & Project Assistants of Nehru Yuva Kendra Sangathan (NYKS) from 5th to 7th January 2021 at Wildlife Institute of India, Dehradun. The objective of the training was to create a pool of trainers at the basin level who would be the future trainers for successful biodiversity conservation and restoration of the Ganga River and its tributaries and to carry forward the activities after obtaining the training programmes.





#### **4. COVID -19 Prevention and Relief Activities during Lockdown:**

Even during the time of pandemic, the voluntary spirit shown by the Ganga Doots, Youth Club members was impeccable. These youth took a forefront at the time of crisis to conduct various activities as responsible citizens of the nation.

- **25,808 Awareness creation activities** like publicity and announcement through loudspeakers, social media awareness campaign, COVID Awareness campaign through wall paintings, sand painting and drawing, conducting of zoom meetings were conducted in which 10,08,204 got benefitted.
- **2486 food and relief material distributed** to 68,463 people



- **9972 activities of making face mask** and distribution to 81,085 persons.



- 727 activities of Soap and Sanitizers distribution to 27709



- 891 activities of villages sanitization done in 24450 village



- 1.49 Lakh persons downloaded in Aarogya Setu App
- 1390 Health Checkup Camps were also conducted with the benefit of 350 persons
- 70 Blood Donation Camps were organised.
- 1856 activities of temperature screening were undertaken.



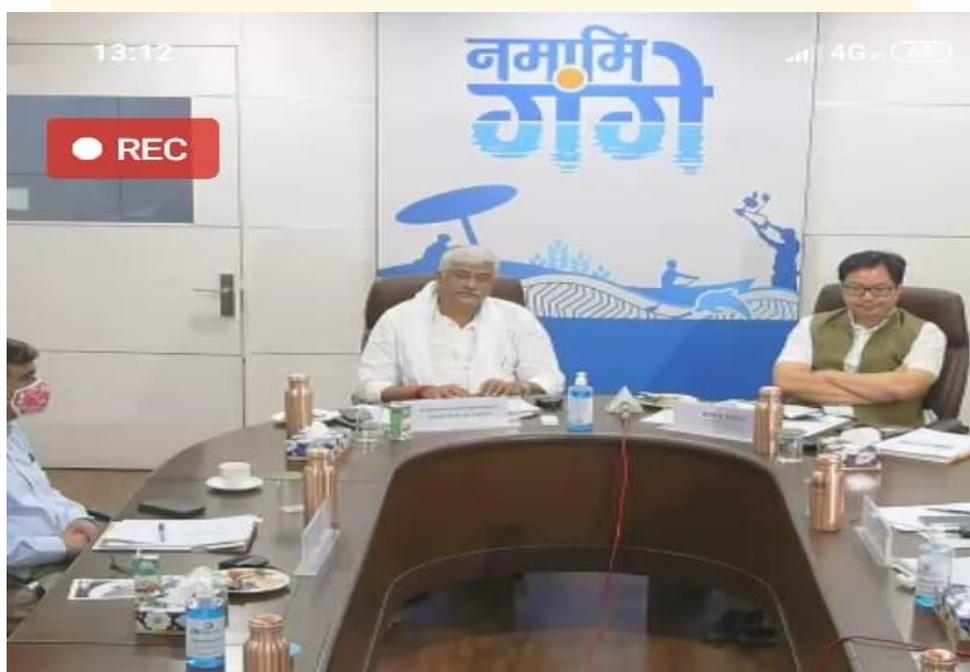
- Enrolled 3113 youth as Covid Warriors.
- 1547 Covid Posters distribution activities were undertaken



- **74 activities** for maintaining **social distancing in banks, markets, shops, petrol pumps** were also undertaken. Total beneficiaries are 600 people.
- **33 Pledge activities on Stop Covid Spread.**

**Expansion of the project:**

- ▶ An **interaction meeting** was organised by NMCG on 7th August 2020 at 11:00 AM through Video Conference which was co-chaired by **Hon'ble Minister of Jal Shakti and Hon'ble Minister of State (I/C), Youth Affairs and Sports, Govt. of India.** Both the Secretaries and Director Generals were also present.
- ▶ In the meeting, NMCG showed its willingness to expand the ongoing project of 29 districts to 57 districts situated along the river Ganga and its tributaries.
- ▶ NYKS submitted its proposal to expand the ongoing project in 26 new Districts of 05 States (Bihar, Jharkhand, Uttar Pradesh, Uttarakhand and West Bengal) in October, 2020.
- ▶ NMCG conveyed its AA&ES for the same in January, 2020.



**Coverage:**

- ▶ Soon, the project will cover 2935 villages of 26 additional Districts of 05 States situated along the bank of River Ganga.
- ▶ Thus the overall coverage will be 5271 villages from 55 Districts of 05 States.

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