

GOVERNMENT OF INDIA  
MINISTRY OF JAL SHAKTI

DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION

**RAJYA SABHA**

**UNSTARRED QUESTION NO. 3446**

ANSWERED ON 23.03.2026

**MOBILISATION OF YOUTH AND VILLAGERS FOR NATIONAL GANGA PLAN**

3446 # Ms. INDU BALA GOSWAMI:

Will the Minister of **Jal Shakti** be pleased to state:

- (a) whether any efforts have been made to mobilize local youth and villagers for measures for prevention of pollution and conservation of the river Ganga under the National Ganga Plan;
- (b) if so, whether any local committees have been constituted; and
- (c) the expenditure incurred on the said project during the last three years?

**ANSWER**

**THE MINISTER OF STATE FOR JAL SHAKTI**

(SHRI RAJ BHUSHAN CHOUDHARY)

**(a) & (c)** National Mission for Clean Ganga (NMCG) has undertaken activities in collaboration with organisations like Wildlife Institute of India (WII), Himalayan Environmental Studies and Conservation Organisation (HESCO) etc. for strengthening the community outreach and mobilizing youth for the conservation of river Ganga including biodiversity conservation. A cadre of Ganga Praharis has been created to connect people to river. Further, comprehensive public awareness campaigns have been undertaken to foster a sense of responsibility and engagement among the public in efforts to clean and conserve the Ganga River. The amount spent under such activities is Rs.17.68 Crore.

NMCG has also strengthened public outreach through events such as Ganga Utsav, Swachhta Pakhwada, Ghat par Yoga, World Environment Day, cleanliness drives etc. An all-women river rafting campaign was organized in coordination with Border Security Force from Devprayag to Gangasagar to connect with local communities. NMCG has also collaborated with universities, colleges and training institutes like Indian Institute of Public Administration and Centre for Science and Environment to reach out to students and children and creating awareness for rejuvenation of river Ganga.

**(b)** As mandated by Authority Order, District Ganga Committees have been formed in 139 districts in Ganga Main Stem states to deliberate on local issues related to river rejuvenation of Ganga.

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