

GOVERNMENT OF INDIA  
MINISTRY OF JAL SHAKTI,  
DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 878**  
ANSWERED ON 06.02.2020

**NAMAMI GANGE PROGRAMME**

878. SHRI KAUSHAL KISHORE

Will the Minister of JAL SHAKTI be pleased to state:

- (a) the details of the progress made by the Government in the implementation of the Namami Gange programme for conservation and rejuvenation of river Ganga;
- (b) whether it is a fact that the Government has actively involved the people living on the bank of rivers, urban local bodies and panchayati raj institutions in the implementation of the programme;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor?

**ANSWER**

THE MINISTER OF STATE FOR JAL SHAKTI & SOCIAL JUSTICE AND EMPOWERMENT  
(SHRI RATTAN LAL KATARIA)

(a) Cleaning of river is a continuous process and the Government of India is supplementing the efforts of the State Governments in addressing the challenges of pollution of river Ganga by providing financial and technical assistance.

Till December, 2019, under Namami Gange Programme, a total of 310 projects have been sanctioned at an estimated cost of Rs. 28,909.59 crore, out of which 114 projects have been completed and made operational. Rest of the projects are at various stages of implementation.

Namami Gange Programme includes diverse set of interventions like sewage treatment, industrial effluent treatment, solid waste management etc., river front management, aviral dhara, rural sanitation, afforestation, biodiversity conservation.

(b) & (c) Yes Sir. Public participation has been taken up involving concerned stakeholders including urban local bodies, panchayati raj institutions, public etc, for cleaning and rejuvenation of river Ganga.

Community participation and outreach are a vital component under Namami Gange Programme. National Mission for Clean Ganga (NMCG) is involving all the stakeholders, partner organizations, Departments and Ministries.

For maximum involvement of the local communities, IEC activities like Swachhta Pakhwada, Swachhta Hi Sewa, Vriksharopan Abhiyan, Ganga Yatra, Ganga Run, Ganga Utsav etc. are carried out regularly.

Outdoor Publicity and Interpersonal Communication are also carried out during mass congregations like Kumbh/Ardh Kumbh in Prayagraj and Haridwar, Sonpur Mela, Chatth Puja, Char Dham Yatra, Kanvad Yatra etc.

In addition, NMCG organises several workshops/ seminars/ Ganga Manthan to enter into a dialogue with the stakeholders. Exhibitions are organized in various places and during important events/fair. Short films, TVCs, TV programmes are also produced to disseminate the activities carried out under the project and message on Aviral and Nirmal Ganga.

(d) Does not arise.

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