



MISSION GANGE



RIVER RAFTING EXPEDITION

A REPORT



MISSION
GANGE



RIVER
RAFTING
EXPEDITION



भारतीय वन्यजीव संस्थान
Wildlife Institute of India

CITATION

NMCG-WII (2018).

Mission Gange:

River rafting expedition.

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MISSION GANGE EXPEDITION

— TEAM WITH —
THE HON'BLE
PRIME MINISTER

Sh. Narendra Modi





The Ministry of Water Resources, River Development and Ganga Rejuvenation (MoWR, RD&GR), Government of India established the National Mission for Clean Ganga (NMCG) and initiated Namami Gange Programme with a comprehensive approach through 8 pillars of river restoration, viz., Sewerage treatment Infrastructure, River surface cleaning, Afforestation, Industrial Effluent Monitoring, River-Front Development, Public Awareness, Ganga Gram and Biodiversity Conservation.

Mission Gange, a rafting expedition, was organised by the NMCG in partnership with Tata Steel Adventure Foundation (TSAF). The aim of the expedition was creating public awareness about the Namami Gange Programme, cleaning of ghats and sensitizing the riverside communities and stakeholders about the status and importance of biodiversity in the Ganga River.

MISSION GANGE RIVER RAFTING EXPEDITION

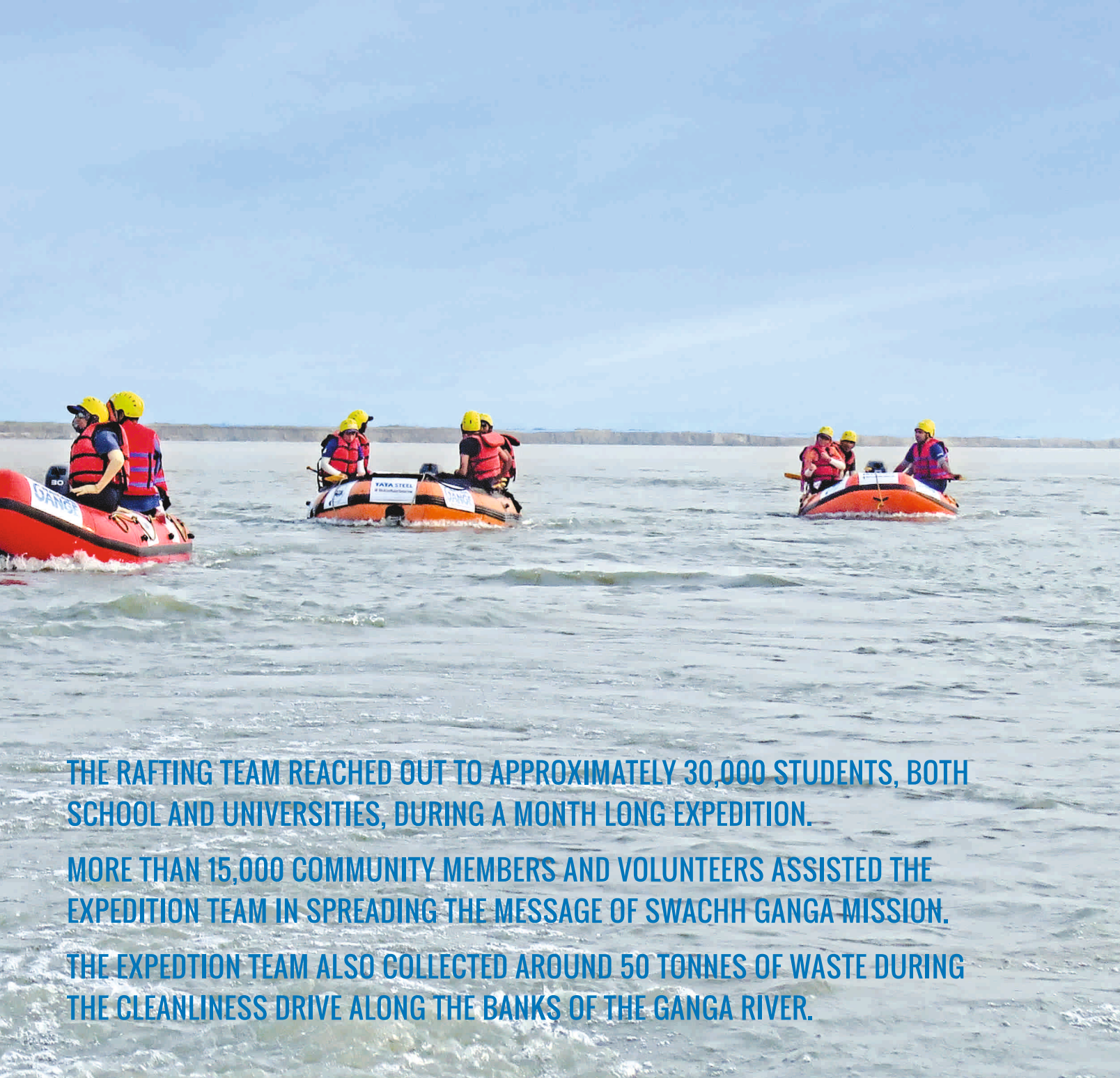


The expedition was led by the acclaimed first Indian woman Everest climber, Ms. Bachendri Pal. The expedition team comprised a diverse and industrious team of 40 members including 8 mountaineers, environmentalists and engineers. Before starting the expedition, the team met and interacted with the Hon'ble Prime Minister, Shri Narendra Modi and Hon'ble Minister of Water Resources, River Development and Ganga Rejuvenation, Shri Nitin Gadkari. The team members also interacted with media personnel on 4th October 2018, before commencing the expedition.

The 1500 km, month long rafting expedition, 'Mission-Gange' was aimed to carry out cleaning activities on river and riverfronts, and for engaging local communities and youth for spreading awareness on keeping Ganga clean. The expedition commenced from Haridwar on 5th October 2018, traversing through major towns with stopover at 8 towns namely- Bijnor, Narora, Farukhabad, Kanpur, Prayag Raj, Varanasi, Buxar and concluded at Patna on 30th October 2018.



In an attempt to provide further vitality to the Government of India's flagship programme "Namami Gange" – the expedition team reached out to thousands of people, especially students, and young men and women. The expedition aimed at creating mass awareness on the importance of the holy river and involved communities through shramdaan, swachhta rallies and Ganga swacchta sankalp, reiterating their commitment to Swachh Ganga. The team, during its stay in various towns along the course, carried out cleaning activities, shramdaan in and around Ghats and along river banks; awareness campaigns, Prabhat Pheri, nukkad nataks & skits, and rallies to sensitize local inhabitants towards Ganga cleaning. The team also visited multiple schools and academic institutions, and conducted interactive sessions. As part of the mission to rope in more people and infuse energy into making the program a success, Ganga Chaupal and stakeholders interactions including tree plantations were carried out. The expedition was supported by a wide array of stakeholders such as District Administration, District Ganga Committees, State and District Forest Departments, Jal Nigam, Municipal Corporations, Ganga Vichaar Manch, Nehru Yuva Kendra Sangathan, Wildlife Institute of India (WII), Ganga Praharis, Sparsh Ganga, schools and other academic institutions, youth groups and local voluntary organizations. The team from the Wildlife Institute of India, Dehra Dun, facilitated in finalization of the route and night halt places for the expedition team, and also accompanied them from Bijnor to Kanpur. The WII team along with the Ganga Praharis actively participated in all the events and activities, and also gave an overview about the status of biodiversity and techniques used during ecological survey of the River.



THE RAFTING TEAM REACHED OUT TO APPROXIMATELY 30,000 STUDENTS, BOTH SCHOOL AND UNIVERSITIES, DURING A MONTH LONG EXPEDITION.

MORE THAN 15,000 COMMUNITY MEMBERS AND VOLUNTEERS ASSISTED THE EXPEDITION TEAM IN SPREADING THE MESSAGE OF SWACHH GANGA MISSION.

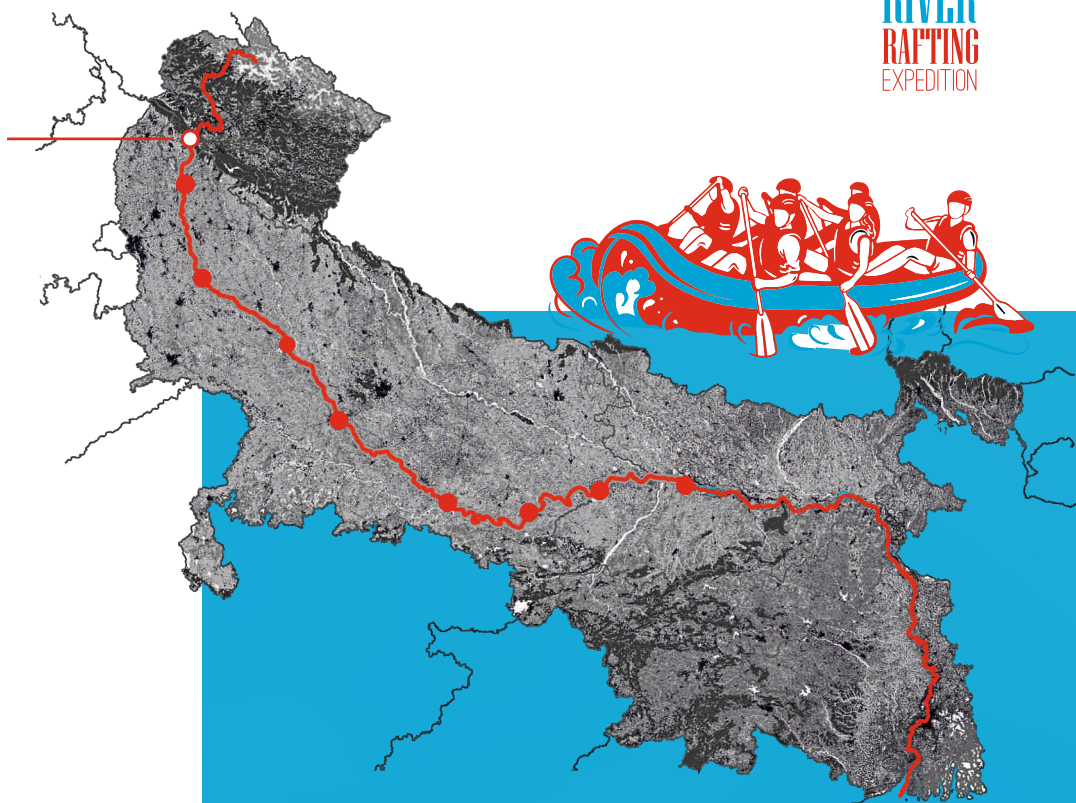
THE EXPEDITION TEAM ALSO COLLECTED AROUND 50 TONNES OF WASTE DURING THE CLEANLINESS DRIVE ALONG THE BANKS OF THE GANGA RIVER.



HARIDWAR

05-08
OCTOBER

MISSION
GANGE
RIVER
RAFTING
EXPEDITION



EVENTS AND ACTIVITIES

The expedition commenced from the holy city of Haridwar, where the team members participated in a number of events and activities.

The team was welcomed by Shri Madan Kaushik, Urban Development Minister of Uttarakhand and local representatives, Sparsh Ganga, Ganga Vichhar Manch, Wildlife Institute of India and voluntary groups.

The team interacted with Ganga Praharis, a cadre of self-motivated and trained volunteers by the Wildlife Institute of India, from among the local communities working for biodiversity conservation and cleanliness of the Ganga River.

The team initiated the cleanliness drive and outreach activities from Har ki Pauri followed by plantation activities in the area along the Ghats.





Cleaning drives were also conducted at Pantdweep Ghat, Alaknanda, Raj Ghat, Shiv Ghat and CSR Tower area.

29 Ganga Praharis and 6 members from WII team participated in the cleanliness drives.

Awareness sessions for children from Gayatri Vidyapeeth and Ma Saraswati Senior Academy were also organized.

Kavi Samelan and Wall Painting were done. The team interacted with the local media during a press conference.



INTERACTED WITH ABOUT 3500 STUDENTS, 29 GANGA PRAHARIS AND TEAM MEMBERS FROM WII

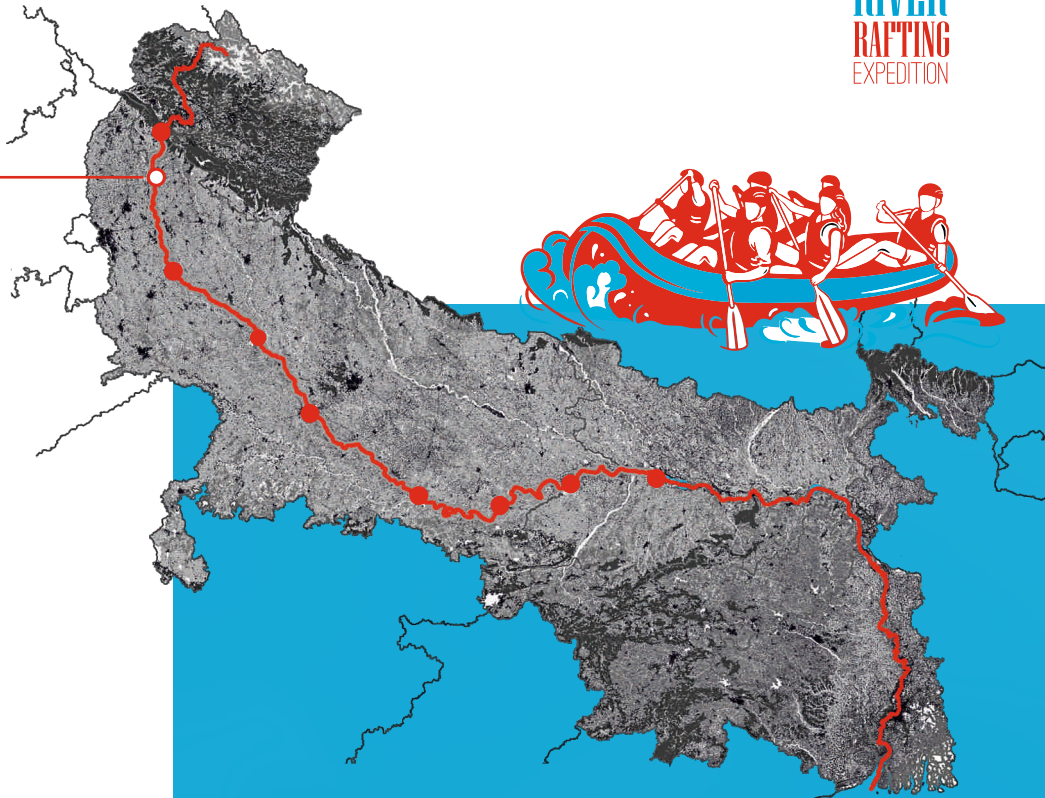
AROUND 1000 LOCALS AND 29 GANGA PRAHARIS, JOINED AS VOLUNTEERS IN CLEANLINESS DRIVES

COLLECTED APPROX. 7 TONNES OF WASTE

THE EVENTS WERE COVERED BY DD NEWS, AS WELL AS LOCAL PRINT AND ELECTRONIC MEDIA

BIJNOR

08-11
OCTOBER



EVENTS AND ACTIVITIES

The expedition team reached its first destination, Bijnor, on 8th October 2018. After spending two days at Bijnor, the team left for Farukhabad, with a stopover at Narora.

Team was welcomed by Bijnore District Magistrate Shri Atul Kumar Rai and other dignitaries.

The team visited St. Mary School, Bijnor Inter College and Vivek College and other schools, and interacted with students at the Bijnor stadium. The team discussed waste management along with various other ways to keep the environment clean.





Cultural programme and prize distribution ceremony were organized.

The team visited Vidur Kutti Vidyalaya, where they were welcomed by 2000 villagers and students from Vidur Kutti Vidyalaya. Cleanliness drive was also undertaken in the school premises.



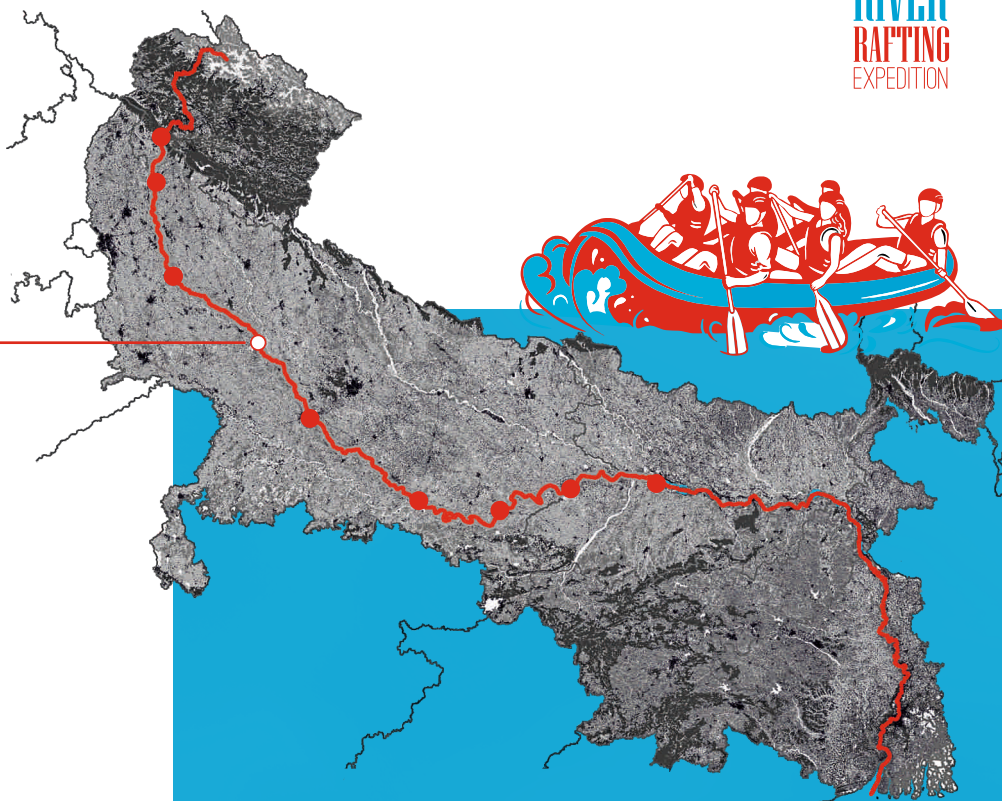
**A TOTAL OF 4
TONNES OF WASTE
WAS COLLECTED
FROM THE RIVER
BANKS AND VILLAGE
SURROUNDINGS IN
TWO DAYS**

**OVER 1000
STUDENTS
PARTICIAPTED
IN PRABHAT
PHERI AND
OTHER
ACTIVITIES**

FARUKKHABAD

12-14
OCTOBER

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EVENTS AND ACTIVITIES

The next destination of the expedition team was Farrukhabad, a town known for its Ganga-Jamuni tahzeeb.

Prabhat Pheri and cleanliness drive were organized from Panchal Ghat to Farukhabad Chauraha, at Sri Sri Rabi Shankar Ashram and at Gurukul Vidhyalaya.

Deep Prajawalan was organized.





Interaction and plantation activities were carried out at Kendriya Vidhyalaya Fatehgarh, Rajkiye Balika Inter College, Christian and Municipal Inter Colleges.

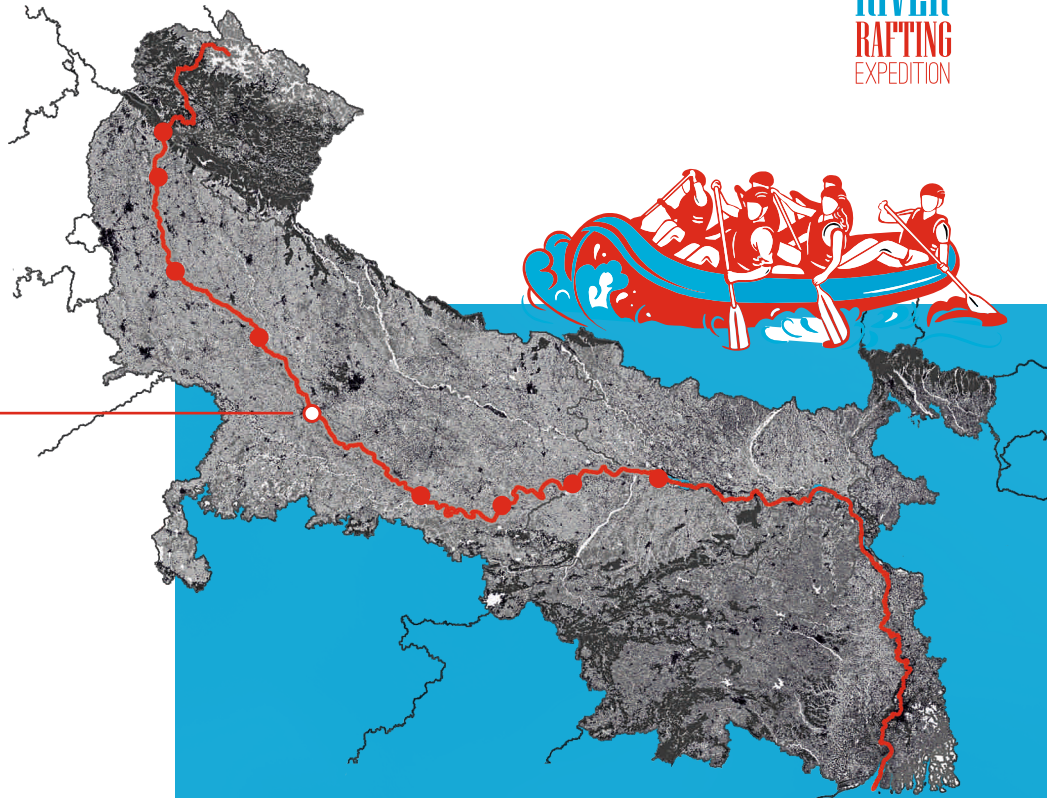
The team members interacted with the media personnel during a press conference held on 13th October 2018.



**TEAM COLLECTED
NEARLY 2.5
TONNES OF WASTE
FROM THE RIVER
AND GHATS**

KANPUR

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14-18
OCTOBER

EVENTS AND ACTIVITIES

The expedition team reached Kanpur, one of the largest industrial town of North India, on 14th October 2018.

Team visited nine schools and sensitized them. The team interacted with students of PNP Degree college, Kanpur University, Chhatrapati Shahuji Maharaj University, A.N.D Degree College, Dr. Sonelal Patel Inter College, Saraswati Gyan Mandir Inter College.

Road show along a 10 Km stretch was flagged off by Ms.Bachenderi Pal and Mayor Mrs.Pramila Pandey.

Cleanliness drives were conducted from Bithur Ghat to Siddheswar Ghat, at Brahamvrat Ghat, Parmat Ghat, Sarsaiya Ghat, Massacre Ghat and Siddhnath Ghat.





Interaction was done with staff of Municipal Corporation.

Nukkad natak was organised at Sarsaiya Ghat.

Kavi Samelan was organized and Kavi Padam Shri Sunil Jogi recited his poems.

Live interview, talk shows and discussions were held with K News, Hindustan and Amar Ujala and other media agencies, during press conference.

Live 'Phone in programme' of Hindustan was organized to address and answer the queries of the audience.

Prof. Vinod Tare, IIT Kanpur delivered a lecture.

OVER 10.5 TONNES OF WASTE WAS COLLECTED FROM BITHUR, SARSAIYA, PARAMAT AND MASSACRE GHAT, DURING THE CLEANLINESS DRIVE, WITH THE HELP OF OVER 8,000 VOLUNTEERS

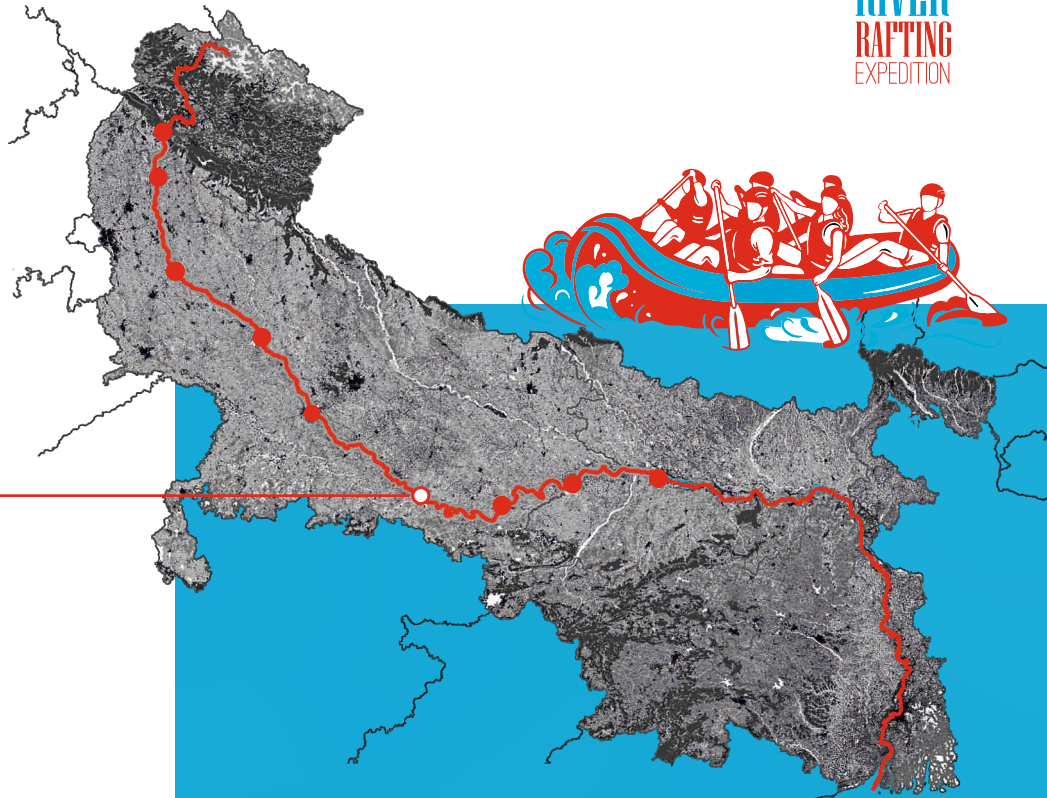
ABOUT 7,000 STUDENTS FROM VARIOUS SCHOOLS AND INTER COLLEGES AND AROUND 1000 VOLUNTEERS EXTENDED SUPPORT BY JOINING HANDS WITH THE MISSION IN KANPUR

BEING ONE OF THE MOST POPULATED TOWN, KANPUR WITNESSED HIGHEST PARTICIPATION OF LOCAL COMMUNITIES, WHO OFFERED THEIR SUPPORT TO THE MISSION

PRAYAG RAJ

18-22
OCTOBER

MISSION
GANGE
RIVER
RAFTING
EXPEDITION



EVENTS AND ACTIVITIES

The expedition reached the city of confluence of Ganga and Yamuna on 18th October 2018.

Cleanliness drives were undertaken at VIP Ghat, Triveni Sangam Ghat, Parade Ground and Dashaswamedh Ghat.

Interacted with over 5,000 members of the local communities at the Civil Lines and Subhash Market.

As part of the outreach program, the team attended the Ganga Aarti, Deep Prajwalan and Bhajan Sandhya, at the Sangam.





Paintings on the walls at boatclub and on waste collection vehicles of Municipal Corporation were done to spread the cleanliness message.

Interactions were held with staff of Municipal Corporation Nukkad Natak was organized.

Team also visited Salori, Sewerage treatment plant.



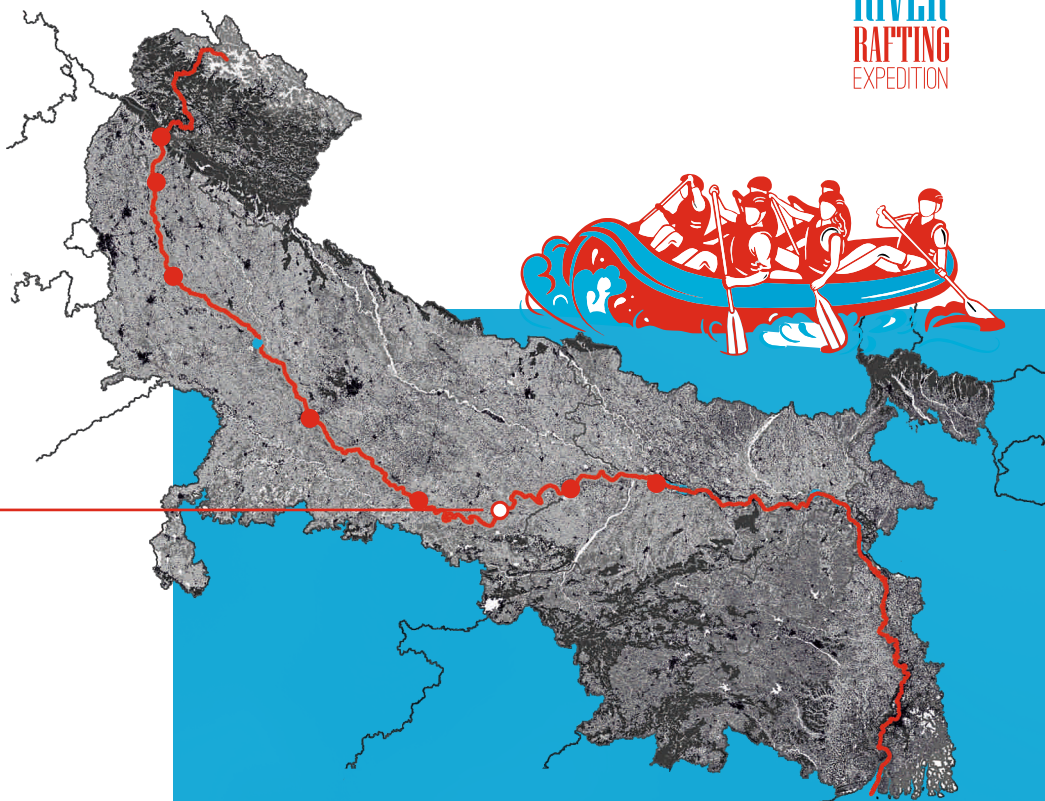
**MORE THAN 6500
LOCALS AND STUDENTS
JOINED HANDS WITH
THE TEAM AT PRAYAG
RAJ**

**COLLECTED
OVER 16
TONNES OF
WASTE**

**INTERACTED WITH
5000 PEOPLE FROM
THE LOCAL
COMMUNITIES**

VARANASI

MISSION
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RIVER
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EXPEDITION



22-26
OCTOBER

EVENTS AND ACTIVITIES

The team reached Varanasi on 22nd October 2018 and stayed there till 26th October.

Prabhat Pheri was organized from Dr. Harish Chand Degree College to Assi Ghat.

Cleanliness drives were organized at Assi Ghat, Kashi Vishwanath Dwar to Dashashmedh Ghat, Raj Ghat, Manikarnika Ghat, Sarnath.

Swachhta Samvad and interactions held with the students of schools and colleges - Shri Agrasen Kanya Inter College, Govt. Girls Inter College, Rajkiya Queens College, Jeevan Jyoti Girls College, Seth M.R. Jaipuria School and St. Mary School.





The team also interacted with the medical students at Banaras Hindu University, Players and sports students at Dr. Sampurnanda Sports Stadium and Ganga Praharis.

Team participated in Ganga Aarti, deep prajawalan and cultural programme held at Dashashwamedh Ghat. Nukkad Natak was organized at Sarnath.

Interaction held with staff of Municipal corporation and IL&FS Environmental Infrastructure & Services Ltd. Varanasi.

Classical dance, painting and swachhta sankalp were also used as a medium to spread cleanliness message.

OVER 13,000 SCHOOL STUDENTS FROM 15 SCHOOLS WORKED WITH THE TEAM IN VARANASI

THE TEAM, WITH THE HELP OF 1,000 VOLUNTEERS COLLECTED 8 TONNES OF WASTE FROM ASSI GHAT, DASHASHWAMEDH GHAT AND RAJ GHAT

INTERACTIONS HELD WITH MORE THAN 5000 LOCALS, INCLUDING 1000 REPRESENTATIVES OF THE LOCAL COMMUNITY DURING THE GANGA CHAUPAL

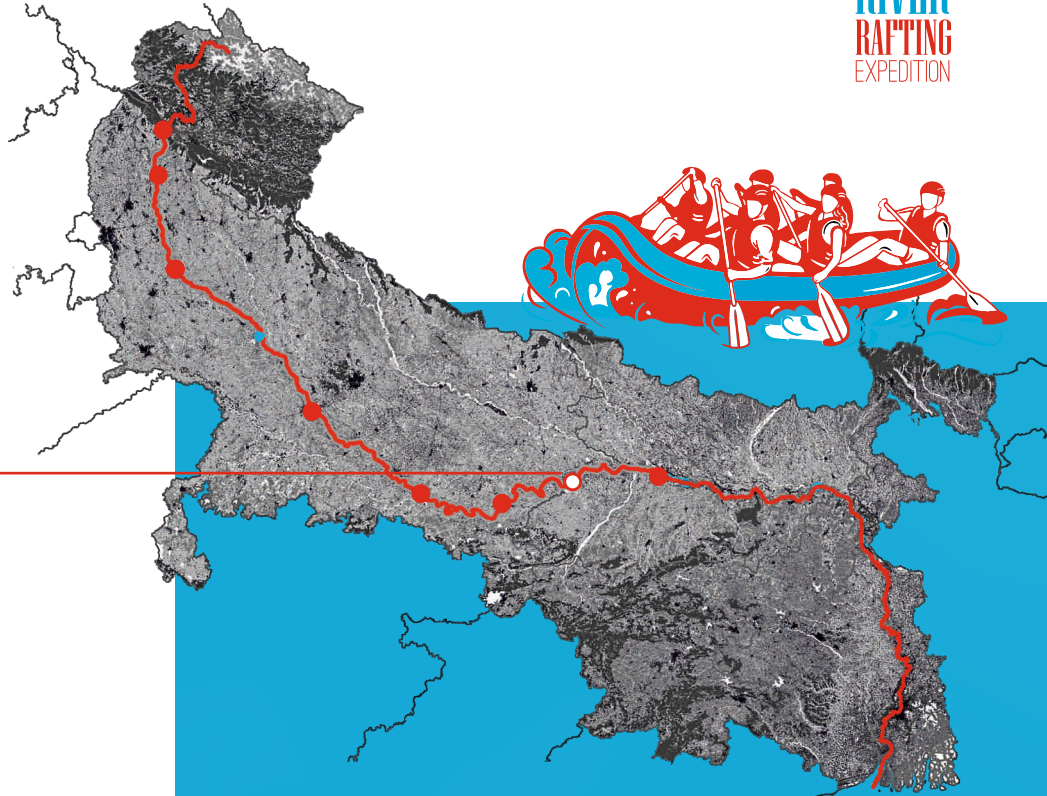
OVER 6000 VOLUNTEERS AND COMMUNITY MEMBERS JOINED HANDS IN VARANASI

49 GANGA PRAHARIS AND 5 RESEARCHERS FROM WII PARTICIPATED IN THE PRABHAT PHERI AND CLEANLINESS DRIVE AT ASSI GHAT

67 GANGA PRAHARIS, FROM 11 VILLAGES AND MEMBERS OF WII TEAM, ACTIVELY PARTICIPATED IN AN INTERACTIVE SESSION WITH MS. BACHENDRI PAL AND THE EXPEDITION TEAM

BUXAR

MISSION
GANGE
RIVER
RAFTING
EXPEDITION



26-28
OCTOBER

EVENTS AND ACTIVITIES

Before reaching its final destination, the expedition team reached Buxar on 26th October 2018.

Cleanliness drive was organized to spread the cleanliness message.

Prabhat Pheri was organized with the support of local communities.

The team participated in Ganga Aarti at the Ramrekha Ghat.





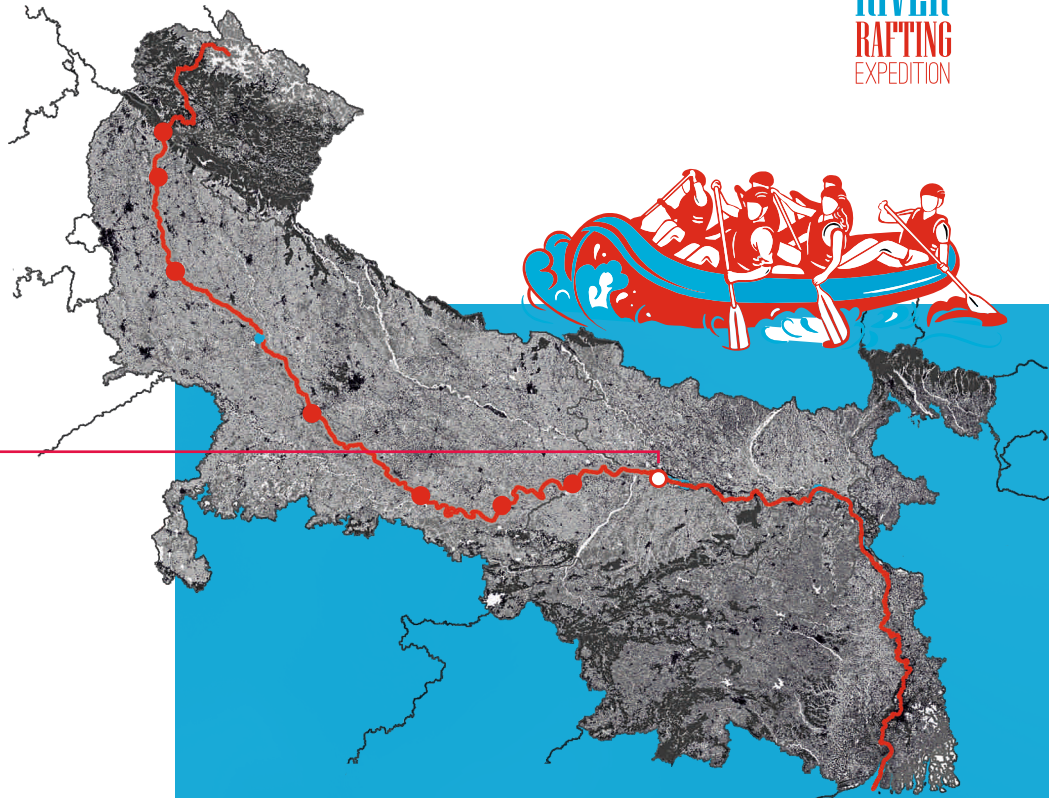
TEAM WAS
JOINED BY 500
VOLUNTEERS,
FROM GANGA
TASK FORCE AND
GANGA VICHAAR
MANCH

COLLECTED
3.5 TONNES
OF WASTE

ENGAGED OVER
3800 STUDENTS
AND AROUND
1000 COMMUNITY
MEMBERS

PATNA

MISSION
GANGE
RIVER
RAFTING
EXPEDITION



28-30
OCTOBER

EVENTS AND ACTIVITIES

The team reached its final destination, Patna, in Bihar on 28th October 2018. The month long expedition culminated on 30th October 2018.

Swachhta rallies were conducted at Gandhi Maidan and ghats.

Janjagrukta abhiyaan was undertaken.

Concluding event was organized on 30th October 2018.



OUTCOMES

The Mission Gange River Rafting Expedition served to increase the visibility of the Namami Gange programme on the ground. The diverse stakeholder groups were brought together in a cohesive manner by connecting them with the District Ganga Committees. The awareness generated through electronic and print media, interaction with schools and colleges and the cleanliness drives organized at various locations along the Ganga River has helped to engage the youth in efforts to clean the Ganga River.

Varanasi



Haridwar



MEDIA COVERAGE



NMCG

National Mission
for Clean Ganga

Ministry of Water
Resources, River
Development &
Ganga Rejuvenation

GACMC

Ganga Aqualife
Conservation
Monitoring
Centre

Wildlife Institute of India

Chandrabani,
Dehradun-248001
Uttarakhand

www.wii.gov.in/national_mission_for_clean_ganga

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