NMCG-WII

Jalaj Product Catalogue








GF. P. SEC.



Jalaj is a concept to establish symbiotic linkages between river and people. Jalaj centers, thus are visualized as diverse models of conservation-based livelihoods, that endeavour to promote local produce, strengthen women participation in ecological and econmtic spheres and contribute to health of freshwater systems. Communities thus empowered through the Jalaj centers will become more resilient and will make informed decisions related to their natural resources.

For more information

JALAJ

Product Catalogue

CONTENT

1. APPAREL

2. STATIONERY

3. ACCESSORIES

4. EDIBLE PRODUCTS

5. BODY AND SKINCARE

6. UTILITIES

7. HOME DECOR

01

Apparel









S A R E E

Tant Saree

A Tant saree, also known as a Tant cotton saree, is a traditional Bengali saree. Tant sarees are handwoven on traditional looms by skilled Women Ganga Praharis. The weaving technique used is known as the 'Tant' technique, which involves the interlacing of fine cotton threads to create the saree fabric. Common designs include floral motifs, geometric patterns, and traditional motifs inspired by nature, mythology, and the cultural importance of the diverse aquatic species of the Ganga River. It is a blending fashion with awareness of the freshwater ecosystem

Origin -Sundarbans, West Bengal
Material used - Cotton





Batik Saree

Women Ganga Praharis employ the age-old Batik art to craft exquisite cotton sarees adorned with intricate aquatic species motifs namely Gangetic dolphin. This ancient handloom technique not only combines fabric painting with wax and finally dyeing, but with each design empower women to contribute to the conservation of freshwater species

Origin -Sundarbans, West Bengal
Material used - Cotton

Organza Saree

A magnificent product created by Women Ganga Prahari artisans, exemplifying perseverance, proficiency, and traditional craft. This product is made of a combination of silk, diligently hand painted with eye-catching patterns that depict the biodiversity of Ganga River Basin.

Origin -Diamond harbour, West Bengal
Material used - Silk







Hand-painted Saree

A hand-painted saree refers to a saree that has been intricately decorated or adorned with artistic designs using hand-painting techniques. These sarees are individually painted by Women Ganga Praharis. Women Ganga Praharis skillfully depict the cultural importance of diverse aquatic species of the Ganga river and its tributaries on cotton sarees, blending fashion with awareness of the freshwater ecosystem.

Origin - Diamond Harbour, West Bengal
Material used - Cotton













DUPATTA & BATIK

Banarasi Dupatta

Banarasi dupattas typically feature exquisite designs, including buta (paisley), floral patterns, and more. The gold zari weave adds old-world charm to this heirloom piece.

Origin - Banaras, Uttar Pradesh
Material used - Cotton Blend





Tie and Dye Dupatta

Tie & Dye Dupattas crafted by skilled Women Ganga Praharis. These hand-painted masterpieces showcase vibrant colours that resonate with the rich cultural heritage of the region, while also contributing to the support and livelihood sustainability of local artisans.

Origin - Bijnor, Uttar Pradesh
Material used - Cotton

Batik Uttario

The Women Ganga Praharis employ time-honored batik art to meticulously create beautiful cotton uttario/scarves adorned with intricate nature-inspired motifs. This ancient handloom technique involves fabric painting combined with wax and finally dyeing.

Origin - Sundarban,West Bengal
Material used - Cotton





Batik Wraparound

The Women Ganga Praharis employ the fabric arts to craft exquisite wraparounds adorned with delicate motifs of flora and fauna.

Origin - Sundarban, West Bengal
Material used - Cotton

02

Stationery









FILE COVER

Batik Filecover

A batik file cover is a file folder that has been decorated using the batik technique. These covers can be used to hold documents, papers, or other items, adding a touch of traditional artistry to organizational tasks.

Origin - Sundarban, West Bengal
Material used - Cotton







Jute Filecover

These covers are made from natural jute fiber, totally biodegradable are a suitable option for carrying objects of daily needs.

Origin - Sundarban, West Bengal
Material used - Jute








JALAJ AMALA
JALAJ AMALA


"A river sings a holy song conveying
the mysterious truth that we are a river
and if we are ignorant of this natural law,
we are lost."
– Thomas Moore
JALAJ AMALA


JALAJ AMALA

D I A R Y

Bamboo Diary

Bamboo diary is eco-friendly and one of the bestseller Jalaj product. It has sheets made of banana fibres. Because of their eco-friendly nature it easily gets decomposed. Different species of Ganga embossed on its cover attracts people and helps raising awareness about them.

Origin - Patna, Bihar
Material used - Bamboo



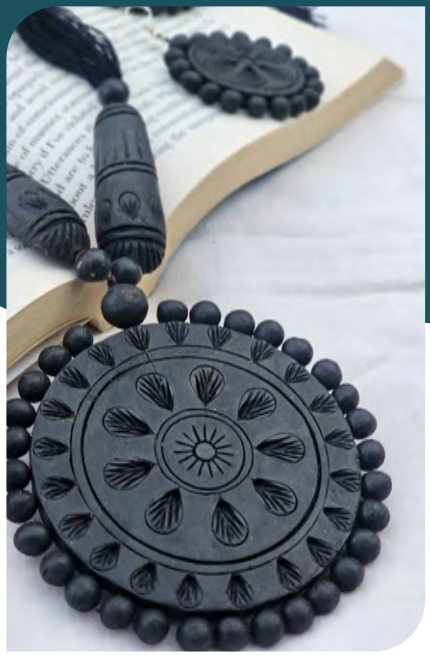




03

Accessories









J E W E L L E R Y

Junk Jewellery

This Junk Jewellery is crafted by Women Ganga Praharis. 'Junk jewellery' is a term used to describe inexpensive, costume or fashion jewellery made from less expensive materials such as plastic, glass, base metals (like brass or copper), wood, beads, and sometimes even synthetic stones. This junk jewellery also contributes to the support and livelihood sustainability of the local Women Ganga Praharis community.

Origin - Diamond Harbour, West Bengal
Material used - Metal and fabric







Thread Earings

This Junk Jewellery is crafted by Women Ganga Praharis. 'Junk jewellery' is a term used to describe inexpensive, costume or fashion jewellery made from less expensive materials such as plastic, glass, base metals (like brass or copper), wood, beads, and sometimes even synthetic stones. This junk jewellery also contributes to the support and livelihood sustainability of the local Women Ganga Praharis community.z

Origin - Bhaglpur, Bihar
Material used - Silk thread







Clay Jewellery

A sustainably produced handmade item created by women Ganga Prahari. This product is composed of exceptional motifs sculpted from clay and mirrored craftsmanship. The riverbank communities support themselves and the environment by making this product to generate a persistent income.

Origin - Ballavpur, West Bengal
Material used - Sculpting clay







Glass Bead Jewellery

This contemporary jewellery item is made from glass beads and made by Ganga Prahari artisans from Jalaj Aarya, a livelihood center in Diamond Harbour in South 24 Pargana. These jewellery are aligned with the theme of Jalaj to promote eco-friendly products.

Origin -Ballavpur, West Bengal
Material used - Glass Bead













B A G S

Cloth Bags (Slogan)

Women Ganga Praharis make stitched cotton cloth bags with freshwater species motifs, aim to discourage use of single use plastic bags and to motivate people to opt for these eco-friendly practices. Ditch the plastic and dive into sustainability with the Women Ganga Praharis beautiful, slogan bags featuring freshwater species.

Origin - Diamond Harbour, West Bengal
Material used - Cotton







Banarasi Bag

Banarasi bags, crafted from the renowned Banarasi silk, showcase distinctive designs and colors created using sustainable practices. These bags aim to raise awareness about the freshwater biodiversity of the Ganga River.

Origin - Banaras, UttarPradesh
Material used - Banarasi Silk





Jute bag

These bags are made from natural jute fiber, totally biodegradable are a suitable option for carrying objects of daily needs..

Origin -Dehradun, Uttarakhand
Material used - Jute

Cloth Bags (Species)

Each stitch of this cloth bag reflects the women's connection with the river, showcasing hand-stitched motifs of aquatic species aimed at raising awareness and promoting eco-friendly practices.

Origin - Bijnor, Uttar Pradesh
Material used - Cotton








Red-crowned roofed turtle
(Batagur kachuga)
नमामि गंगे
भारतीय वन्यजीव संस्थान
Wildlife Institute of India


भारतीय वन्यजीव संस्थान
Wildlife Institute of India


Gangetic dolphin
(Platanista gangetica)
नमामि गंगे
भारतीय वन्यजीव संस्थान
Wildlife Institute of India

LAPEL PINS

Lapel Pins

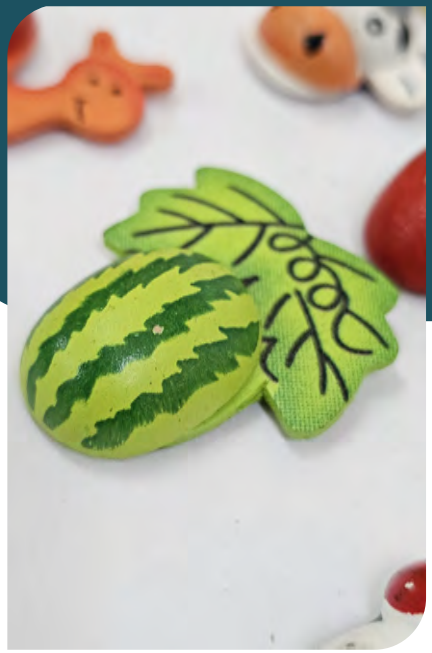
These lapel pins showcase significant aquatic species such as the Gangetic dolphin, gharial, and various birds, serving as awareness keepsakes to inspire individuals to participate in conservation endeavors.

Origin - New Delhi
Material used - copper, brass, iron

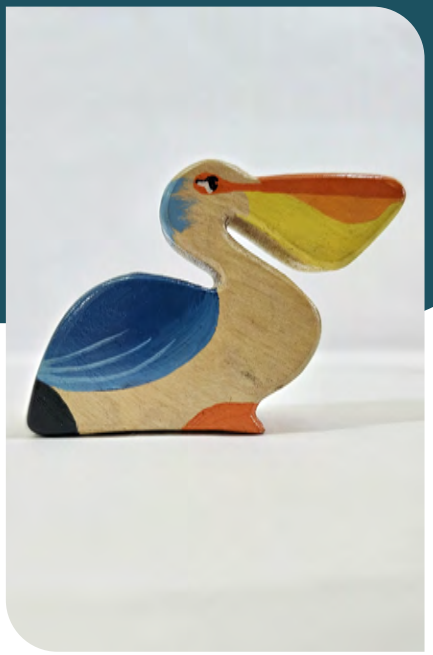












W O O D E N T O Y S

Wooden Toys

One of the age-old traditional crafts of Varanasi is wooden toys. These geographically indicated products is one of the unique specialties of the region. An effort to preserve this traditional art has been made by trained Ganga Praharis. These products have amazing patterns and shapes depicting fauna of Ganga River Basin. Available in vibrant colours makes it an ideal collectible.

Origin - Gorakhpur, Uttar Pradesh
Material used - Wood







04

Edible Products









EDIBLE PRODUCTS

Milli Kurkure

These Milli Kurkure, prepared from Jhangora (Barnyard Millet) are power-packed foods with high nutritional value. This gluten-free food is a rich source of carbohydrates, protein, fibre, calcium, minerals, and vitamins and is full of antioxidants.

Origin - Dehradun, Uttarakhand
Material used - Jhangora (Barnyard Millet)





Calcium Powder

This Calcium Powder, prepared from Millet are power packed foods with high nutritional value. This healthy calcium powder is a rich source of iron, calcium, sodium, potassium, magnesium and full of dietary fibres.

Origin - Uttarkashi, Uttarakhand
Material used - Millet

Bajra Laddu

The Bajra (Pearl Millet) laddoo is a traditional Indian sweet, gluten free and high in calcium. It is often eaten during winter and festivals. The sweets are made from pearl millet, jaggery, dry fruits, and ghee.

Origin - Bijnor, Uttar Pradesh
Material used - Finger Millet, Jaggery, dry fruits, and Ghee





Mandwa Laddu

These laddoos are power-packed foods with high nutritional value. this gluten-free food is a rich source of phosphorus, vitamins, and minerals.

Origin - Haridwar, Uttarakhand
Material used - Manduwa, Jaggery, dry fruits, and Ghee

Himalayan Honey

This Himalayan Honey is an exceptional natural product that comes from the pristine valleys and high-altitude flowering areas of the Himalayas. This honey is highly esteemed for its distinctive flavor and medicinal qualities.

Origin - Chamoli, Uttarakhand
Material used - Pure honey







Sundarban Honey

This Jalaj Sundari product by Ganga Praharis residing in the islands of Sundarbans, West Bengal, is sourced from the fringes of Sunderban Tiger Reserve under the supervision of the West Bengal Forest Department. This honey is widely known for its high nutrition, anti-inflammatory and antioxidant properties.

Origin -Sundarban, West Bengal
Material used - Pure honey





Pahadi Salt

Pahadi salt, also known as Himalayan pink salt, is a type of rock salt mined from the Himalayan region. It is known for its pink color, which comes from trace minerals in the salt, including iron, potassium, magnesium, and calcium. It is used as a culinary salt for seasoning and flavoring various dishes.

Origin - Uttarkashi, Uttarakhand
Material used - Organic herbs and salt

Rose Squash

This Natural Rose Squash is a refreshing and aromatic beverage, perfect for those seeking a unique and delightful drink experience by creating a perfect balance between indulgence and refreshment.

Origin -Bijnor, Uttar Pradesh
Material used - Rose petals, sugar







Mint Squash

This natural squash, infused with the invigorating flavor of freshly picked mint leaves, is a perfect beverage for scorching summer days or as a refreshing accompaniment for soothing your taste buds after a meal

Origin - Bijnor, Uttar Pradesh
Material used - Mint, sugar





Amla Squash

This Natural Amla Squash is a tangy and healthful beverage made from Indian Gooseberry, a fruit well-known for its high vitamin C content and numerous health benefits. .

Origin - Bijnor, Uttar Pradesh
Material used - Amla, sugar

Mix Pickle

The pickle are lovingly prepared through traditional methods while upholding the proper hygiene standards. These are free from any preservatives or added flavoring substances, ensuring a pure and authentic taste in every bite.

Origin - Bijnor, Uttar Pradesh
Material used - Chilli, Lemon, Mango etc.





Ginger Pickle

The pickle are lovingly prepared through traditional methods while upholding the proper hygiene standards. These are free from any preservatives or added flavoring substances, ensuring a pure and authentic taste in every bite.

Origin - Bijnor, Uttar Pradesh
Material used - Ginger

Garlic Pickle

The pickle are lovingly prepared through traditional methods while upholding the proper hygiene standards. These are free from any preservatives or added flavoring substances, ensuring a pure and authentic taste in every bite

Origin - Bijnor, Uttar Pradesh
Material used - Garlic





Amla Pickle

The pickle are lovingly prepared through traditional methods while upholding the proper hygiene standards.These are free from any preservatives or added flavoring substances, ensuring a pure and authentic taste in every bite

Origin - Bijnor, Uttar Pradesh
Material used - Amla

Mango Pickle

The pickle are lovingly prepared through traditional methods while upholding the proper hygiene standards. These are free from any preservatives or added flavoring substances, ensuring a pure and authentic taste in every bite

Origin -Bijnor, Uttar Pradesh
Material used - Mangoes







Chilli Pickle

The pickle are lovingly prepared through traditional methods while upholding the proper hygiene standards. These are free from any preservatives or added flavoring substances, ensuring a pure and authentic taste in every bite.

Origin - Bijnor, Uttar Pradesh
Material used - Chilli





Lemon Pickle

The pickle are lovingly prepared through traditional methods while upholding the proper hygiene standards. These are free from any preservatives or added flavoring substances, ensuring a pure and authentic taste in every bite.

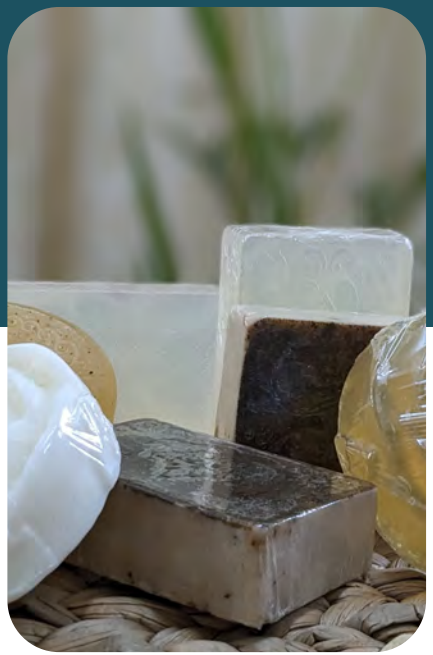
Origin -: Bijnor, Uttar Pradesh
Material used - Lemon

05

Body and Skin Care









B O D Y & S K I N C A R E

Herbal Soaps

Herbal soaps are handcrafted by the Ganga Praharis of Jalaj Amala, located in Bhagalpur, Bihar, as part of the National Mission for Clean Ganga (NMCG) and the Wildlife Institute of India's (WII) Jalaj program, supporting the Arth Ganga initiative. These artisanal soaps are meticulously made from locally sourced organic ingredients, promoting minimal water usage and ensuring zero toxins are released into water bodies.

Origin - Valmikinagar, Bihar
Material used - Herbal Ingredients







Apricot Oil

This product is sourced by Ganga Praharis. It is extracted from the kernels of Apricots grown in the orchards in Joshimath town of Chamoli district, Uttarakhand. This cold pressed, highly nutritive oil is rich in VitaminE and acts as great emollient. It also known for its antiseptic, antibacterial, antioxidant and anti-aging properties.

Origin - Joshimath, Uttarakhand
Material used - Apricot seeds





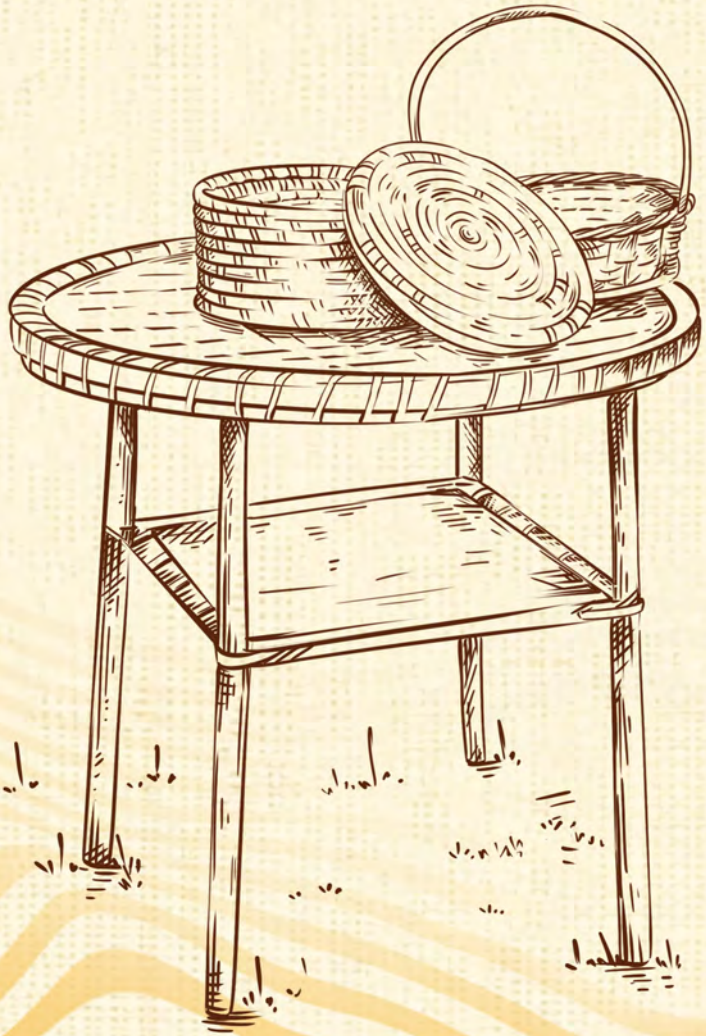
Rose Water

This product is sourced by Ganga Praharis. Rose Water is extracted through steam distillation method from fresh rose petals plucked from organic farms. It not only aids in soothing the irritated skin but also improves complexion and add glow to it if used daily before sleep.

Origin - Joshimath, Uttarakhand
Material used - Rose petal

06

Utilities











B A S K E T

Water Hyacinths Products

Water hyacinth dustbin is an alternative for plastic dustbin. It is completely biodegradable and the most important feature is the removal of hyacinth from the water body makes it more oxidised and by making these products also provides a livelihood option to the local communities.

Origin - Sahibganj, Jharkhand
Material used - Water hyacinth stem fiber







Pine Needle Basket

Pine needle baskets are simple coil baskets made traditional by many indigenous people wherever pine trees grow abundantly. It also helps in arresting forest fires as natural resin found in these pine needles is highly flammable.

Origin - Poanta Sahib, Himachal Pradesh
Material used - Pine needles









Munjh Grass Basket

Munj is traditionally used in making ropes and baskets. It is one of the best nutritious and drought tolerant species of grasses. Now it is used in the making of different shaped products wherever it is available.

Origin -Bijnor, Uttar Pradesh
Material used - Munj

Organic Holi Colors

Organic gulal is made with different natural ingredients like turmeric, beetroot, spinach etc. which makes it skin and environment friendly.

Origin - Poanta Sahib, Himachal Pradesh
Material used - Flower petals and plant extracts







Incense Sticks

The flowers that are used as offerings in temples add to the surrounding trash after they are discarded. The Ganga Praharis came up with the creative idea to turn the discarded petals into incense sticks. This practice aligned the management of floral waste and sustainable income generation for individuals.

Origin - Gorakhpur, Uttar Pradesh
Material used - Discarded flowers from the Temples





Incense Cone

These Dhoopbattis' are made from recycled flowers collected from offering made by the devotees along the river banks, promoting cleanliness of river banks thus encouraging environmental consciousness.

Origin - Yamunanagar, Haryana
Material used - Recycled flowers collected



07

Home Decor











BAMBOO PRODUCTS

Bamboo Products

These eco-friendly products include diaries, coasters, bottles, trays, light lamps, pen stands, and more. The cover of the eco-friendly diary is made from bamboo fiber, while its pages are fashioned using banana leaves, which can be converted into compost after use.

Origin -Bhagalpur, Bihar
Material used - Bamboo







Bamboo Table

Bamboo products are crafted by the Ganga Praharis of Jalaj Amala in Bhagalpur, Bihar. These eco-friendly bamboo tables are an excellent option for sustainable decor and perfect as garden table and coffee table for your space.

Origin - Bhagalpur, Bihar
Material used - Bamboo







Banarasi Cushion Covers

The scraps of Banarasi brocade fabric are used to make these beautiful cushion covers. These cushion covers not only add aesthetic value of our interiors but also provide sustainable solution to utilize waste fabric while sustaining livelihood of local communities and preserving biodiversity.

Origin -Varanasi, Uttar Pradesh
Material used - Banarasi Silk













PAINTING

Manjhusha Painting

It is an art famous for its diverse themes that showcases the meaning of life and spirituality. The vibrant colors and intricate detailing of Mithila or Madhubani paintings capture the nature of the region's rich heritage and the artistic creativity of its people.

Origin - Bhagalpur, Bihar
Material used - Eco-friendly paint colours







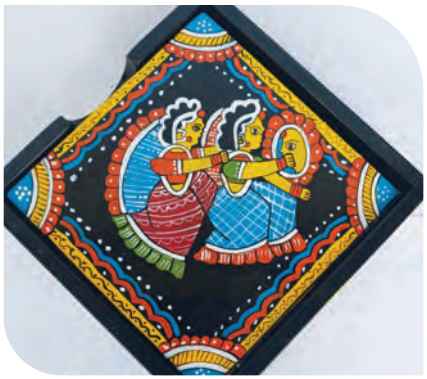
Tikuli Painting

This distinct and traditional art form from Bihar involves making small Bindi like dots with conventional motifs and decorated with gold and silver foils. These paintings provide livelihood support to more than 300 artisan families in the region.

Origin - Patna, Bihar
Material used - Eco-friendly paint colours







भारतीय वन्यजीव संस्थान
Wildlife Institute of India

NMCG

National Mission for Clean Ganga,
Department of Water Resources,
River Development & Ganaga Rejuvenation,
Ministry of Jal Shakti, Major Dhyan Chand
Stadium, India Gate, New Delhi -110001

WII

Wildlife Institute of India
Chandrabani, Dehradun-248001 , Uttarakhand
t.: +91135 2640114 - 15, +91135 2646100, f.: +91135
2640117 wii.gov.in/nmcg/nationalmission-for- clean-
ganga

GACMC

Ganga Aqualife Conservation Monitoring Centre
Wildlife Institude of India, Dehradun