

Ganga Swacchata Pakhwada

16-31 March 2017

Background

Ganga is a national heritage for all of us which needs to be conserved with the participation of all concerned stakeholders. This could be achieved by a good education and communication strategy. A core message aligned with the national movement of government on cleanliness could be an effective strategy. As a strategy, it is envisaged that focused campaigns done over a period of time helps to get public attention and to encourage them to come forward for their contribution to make Ganga 'Swacch'.

As part of Namami Gange initiative, a mass movement "Ganga Swacchata Pakhwada" is planned by National Mission for Clean Ganga to invite everyone to come together and contribute towards keeping river Ganga clean. Centre for Environment Education (CEE) has been designated as nodal agency to conduct this campaign along Ganga covering prime cities and towns. The pakhwada campaign aims at creating awareness and ownership among citizens about cleanliness and sanitation and to develop a sense of pride for the city on the banks of the river Ganga and the importance of keeping the river clean.

Implementation Strategy

- National Mission for Clean Ganga would be the planning and coordinating agency for the entire event.
- Centre for Environment Education (CEE) would be the nodal agency to organize and ascertain the progress of the activities of Ganga Swacchata Pakhwada in close coordination with the participating organizations and agencies namely, State Programme Management Groups (SPMGs), Nehru Yuva Kendra Sangathan (NYKS), CPSUs, Urban Local Bodies, PRIs, NSS, NCC, Schools & Colleges, prominent local NGOs and other executing agencies at all locations. Ganga Task Force shall also support the activities.

Pakhwada is planned to be observed along 5 Ganga basin States covering Uttarakhand, UP, Bihar, Jharkhand and West Bengal. Awareness and action activities such as shram daan, door to door campaign, ganga chaupal, exhibition, school level competitions, public meetings, pad yatra, rallies, adopt a ghat, pledge campaign, etc. are planned during pakhwada. These activities are planned to be done in over 14 locations spreading in five states. The swacchata pakhwada formally starts at Allahabad on 16 March 2017. Public outreach is also planned using mediums like sms, radio jingle, mobile van etc.

Pakhwada Event Locations

Sr No	State	Location	Tentative dates of pakhwada events	Events on ghats	Proposed activities
1	Uttarakhand	Haridwar	16-31 Mar	Chandi Ghat, HarkiPauri, Sati and Vishwakarma Ghats	Exhibition, rounds of public meetings on ghats, competition; rally; Sanitation and ODF discussion; shram daan, screening of film
2		Rishikesh	16-31 Mar	Triveni Ghat, Ramjhula Ghat and Lakshmanjhula Ghat and Swarg Ashram	Screening of film, pledge campaign, competitions, rally, public meetings; interactive sessions with stakeholders; workshop; shram daan;
3	Uttar Pradesh	Allahabad	16-21 Mar	Sangam and Narayani Ashram Ghat	Inauguration of pakhwada at sangam, Exhibition, competitions, rally, shram daan; plantation, screening, public meeting and ganga cahupal etc.
4		Kanpur	26-30 Mar	Ghats of Bithoor (Brahmavatar, Parmat Ghat and others)	Rally, shram daan, public meeting, pledge campaign, workshop with university, etc.
5		Varanasi	16-23 Mar	Rajendra Prasad, Dashasamedh Ghat and other ghats	Date wise plan of activities as sample plan is enclosed as annexure I
6		Anupshar	22-24 Mar	Bavstarganj Ghat	Shram daan, competitions, women group meeting; meeting with priests and bhajan samiti
7		Narora	19-21 Mar	Biodiversity Centre and Narora Atomic Power Station community centre	Awareness campaign; nukkad natak, exhibition, competitions; screening of films; women meeting
8		Garhmukteshwar	22-25 Mar	Brij ghat and nearby areas	Rally, shram daan, pledge campaign, competitions, screening of films;
9		Bijnore	21-23 Mar	Vidhur Barrage	Rally, Shram Daan, Competition, Screening of namami gange, signature campaign
10		Vrindavan	26-30 Mar	Vishram Ghat	Shram daan, rally, cultural programme, campaign etc.
11	Bihar	Patna	18-22 Mar	Gandhi Ghat, Baharva, collectorate and anta ghat	Cultural Programme and Shram Daan; Awareness drive Screening of Namami Gange Theme Song and short films, workshop, pledge campaign, etc.
12		Bhagalpur	25-31 Mar	Barari Ghat and school campus	Competition, rally, shram daan, workshop, screening of video
13	Jharkhand	Sahebganj	27-31 Mar	River ghat and school campus	Ganga Chaupal; Rally, Shram Daan; Screening of Namami Gange song
14	West Bengal	Kolkata	26-28 Mar	Millennium Park and near river bank	Awareness camp and signature campaign; rally/pad yatra;

On 26 March, awareness activities such as pledge or shramdaan along with nukkad natak or cultural event will be conducted on all locations simultaneously.

Facebook page link:

<https://www.facebook.com/cleanganganmcg/photos/a.1517775781774456.1073741828.1502674319951269/1848304998721531/?type=3&theater>