1. We have to create a huge fund for “Ganga cleaning” to clean over 2,500 km descent from the mountains to the sea and also sustain it forever. Besides government financing, we also need crowd source large fund from our citizens. So we have to create a public fund "Nirmal Ganga Fund" and encourage people to donate in this fund. As Ganga the holiest river in India connects spiritually with billions of people in India and abroad, people will readily come forward to donate in large numbers for this fund. We have to create an effective campaign for it, also effective channels for collecting donations, so that people can donate easily. We can provide following options for donations:
   - Online donations
   - By Phone: People can call one central number and an executive will collect cash\check from people.
   - To ensure transparency every donator will get an authentic receipt.
   Also this donation will give people a sense of attachment with Ganga cleaning campaign, so whoever donates for this cause will also try to help cleaning Ganga.
2. **Sanction research projects** in premier institutes like IITs to find techniques for cost effective water treatment techniques.
3. Organizing river cleaning competitions where people in team will participate.
4. Create a research team and research river cleaning techniques across the world.
5. Create village level committee in all villages lying on banks of Ganga every committee will be responsible for cleaning of Ganga near their village.
6. Create a huge campaign on Social media, it will connect millions of people to this campaign and this will spread awareness to masses.
7. Create a movie which can inspire people to stop polluting river and inspire them to be volunteer for Ganga
8. Create a documentary movie similar to "The Day After Tomorrow" which will show how Ganga is dying slowly...its past glory and consequences if we did not took timely action.
9. **Collect water treatment cost form industries** and municipal boards of cities which are draining their sewage water in Ganga.
10. Develop local transport in Ganga. So that people’s movement in Ganga will be helpful in keeping vigil on culprits dumping of waste in Ganga.
11. Invite corporate houses to adopt and beautification of Ganga Ghats.
12. Big scale Advertisement along Ghats of Ganga on periodic basis to generate additional revenue
13. Create satellite imagery of Ganga; it will be helpful to detect pollution areas easily.
14. Create plastic free zones along bank of Ganga.
15. Chapter on Ganga in school\college textbooks.
16. Promote religious\adventures tourism in Ganga like create birds centuries along Ganga bank.
17. Stop Illegal mining in the Ganges river bed for stones and sand.