10 actionable policy measures towards the cleaning of the Ganga

Year 1 - 2014 - 2015 - Plan for the following

1. **Legislations** - Pass tough legislations acting as deterrents for individual, commercial and industrial units with 1 year deadline to set things right. Legislations to be passed in the winter session of 2014.

2. **Industrial Effluents – Treatment plants** - All industrial and commercial units to be ordered to start working towards having Treatment plants within 1 year & **Plan for Biogas plants**

3. **Ban consumption and disposal of Plastic, garbage near or in the river and in the states where Ganges runs through**

4. **SEBI** to warn all listed companies working along the rivers to follow all norms/regulations within 1 year. Noncompliance will result in delisting

5. **Cremation at Ganges to be Electric and traditional approach to be avoided**

6. **Stakeholders** - Plan for the Ganga cleansing mission by involving all state holders

7. Identification of sewage outfalls into the river and Identification of places where Industrial effluents connect into the river

8. Identify Volunteers for the Cleaning Mission.
   Once the complete road map with execution plan is ready, team leads/coordinators are appointed to oversee the cleaning plan for the following
   a. **“Friends of Ganges”** - Encourage common man across age groups who can join as volunteers to participate in the cleaning mission. People volunteered
   b. Human resources under the MNREGA’s scheme to be utilized for cleansing

Year 2 – 2015-2016 – Action

9. **Revamp all municipal bodies along this stretches** - Municipality waste to be treated properly. Financial, human resources and automation to be provided to upgrade these municipal bodies to prevent any kind of garbage/sewage connecting river or its tributaries

10. **Ban smoking/ Pan, Alcohol**

11. **Sanitation - Toilets in the villages, towns, houses along the entire stretch wherever ganga flows**

12. **If people can take shower bath before entering a swimming pool, they can be expected to do the same before stepping into the holy river**

13. **Recycling plants to make best use of whatever non bio degradable or bio degradable waste**

14. **Plugging** of all sewage outfalls - Prevent dumping of untreated sewage into the river

15. **Use chain link fence** at different places to block the floating waste at specific places in the river. Waste blocked is removed on a daily basis

16. **Set up Biogas plants** across the entire stretch of the river (Off the river away from banks to prevent smell) - All waste from canals to be treated here, biodegradable waste to be converted to biogas and used for domestic consumption

17. **SEBI delisting** of companies not complying
18. **Bio digesters** injected into the water body across all canals/tributaries - Solid waste to be addressed before it mixes with water
19. Bio digesters in the river as well to bring back some life in the water
20. Cleansing of garbage and silt
21. Act based on legislations passed
22. Seek support for Public Private partnerships
23. NSS/NCC/NGO’s/RSS to actively volunteer for this cleansing mission
24. Support from media
   a. Defaulters/ parties not complying to legislations/rules and norms to be highlighted in as Defaulters (Name of Company, names of Chairman, Leading directors to be displayed along with their snaps)
   b. Media campaign/awareness and debates on companies contributing to cleansing project and also questioning companies not complying
   c. Media should do all the above without charging anything and provide space/spots in issue of public interest

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**Year 3 – 2016-2017 – Action & Development**

25. Continue with Cleansing of garbage and silt
26. Water front development
27. Promote tourism

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**Year 4 – 2017-2018 – Continuity**

28. Continue with Cleansing of garbage and silt
29. Water front development
30. Promote tourism by developing tourism packages and planned campaign across the globe

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**Year 5 – 2018-2019 – For the world to see and experience**

31. Water ways with safety standards
32. River cruises with safety standards

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