

# Arth Ganga model

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**In news**– The Director General of the National Mission for Clean Ganga recently mentioned about the Arth Ganga model during his virtual keynote address to the Stockholm World Water Week 2022.

## What is Arth Ganga model?

- **The Prime Minister of India first introduced the concept during the first National Ganga Council meeting in Kanpur in 2019**, where he urged for a shift from Namami Gange, the Union Government's flagship project to clean the Ganga, to the model of Arth Ganga.
- The latter **focuses on the sustainable development of the Ganga** and its surrounding areas, by focusing on economic activities related to the river.
- The model **seeks to use economics to bridge people with the river.**
- **It strives to contribute at least 3% of the GDP** from the Ganga Basin itself.
- The Arth Ganga project's interventions are in accordance with India's commitments towards the UN sustainable development goals.

## Six verticals-

**Under Arth Ganga, the government is working on six verticals, they are:**

- **The first is Zero Budget Natural Farming**, which involves chemical-free farming on 10 km on either side of the river, and the promotion of cow dung as fertiliser through the GOBARdhan scheme.
- The **Monetization and Reuse of Sludge & Wastewater is the second**, which seeks to reuse treated water for irrigation, industries and revenue generation for Urban

Local Bodies (ULBs).

- The model will also involve **Livelihood Generation Opportunities**, by creating haats where people can sell local products, medicinal plants and ayurveda.
- The **fourth is to increase public participation** by increasing synergies between the stakeholders involved with the river.
- The model also wants to promote the **cultural heritage and tourism of Ganga** and its surroundings, through boat tourism, adventure sports and by conducting yoga activities.
- Lastly, the model seeks to **promote institutional building** by empowering local administration for improved water governance.

### **World Water Week-**

- Since 1991, the Stockholm International Water Institute has been organising the World Water Week every year to address global water concerns.
- The **theme for World Water Week 2022 was “Seeing the Unseen: The Value of Water”**
- Together with organizations from all sectors and all regions of the world, it finds solutions to the world’s greatest water-related challenges.
- World Water Week is a non-profit event, co-created together with leading organizations.
- It aims to link scientific understanding with policy and decision-making and provide concrete solutions to water, environmental and development challenges.