

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.