

National Mission for Clean Ganga (NMCG)

November 3, 2021

In news- The National Mission for Clean Ganga (NMCG) got registered in the Guinness Book of World Records on the first day of the Ganga Utsav- the River Festival 2021. The record was established for the highest number of photos of handwritten notes uploaded on the social media platform Facebook in an hour.

About the National Mission for Clean Ganga (NMCG)-

- It is an **integrated conservation mission, approved as flagship programme by the Union Government in June 2014** to accomplish the twin objectives of
 - effective abatement of pollution
 - conservation and rejuvenation of the national river Ganga
 - NMCG was **registered as a society** on 12th August 2011 under the Societies Registration Act 1860.
 - It acted as the implementation arm of National Ganga River Basin Authority (NGRBA) under Environment (Protection) Act (EPA), 1986.
 - NGRBA was **replaced by the National Council for Rejuvenation, Protection and Management of River Ganga** (referred as National Ganga Council) in 2016.
 - **EPA envisages five tier structure** at national, state and district level to take measures for prevention, control and abatement of environmental pollution in river Ganga and to ensure continuous adequate flow of water so as to rejuvenate the river Ganga as below-
1. National Ganga Council under chairmanship of Hon'ble Prime Minister of India.
 2. Empowered Task Force (ETF) on river Ganga under

chairmanship of Hon'ble Union Minister of Jal Shakti (Department of Water Resources, River Development and Ganga Rejuvenation).

3. National Mission for Clean Ganga(NMCG).
 4. State Ganga Committees and
 5. District Ganga Committees in every specified district abutting river Ganga and its tributaries in the states.
- NMCG has a two tier management structure and comprises Governing Council and Executive Committee.
 - Both of them are headed by Director General, NMCG, an Additional Secretary in the Government of India.
 - For effective implementation of the projects under the overall supervision of NMCG, the State Level Program Management Groups (SPMGs) are, also headed by senior officers of the concerned States.

Guinness Book of World Records-

- Guinness World Records, known from its inception in 1955 until 1999 as The Guinness Book of Records and in previous United States editions as The Guinness Book of World Records.
- The **brainchild of Sir Hugh Beaver**, the book was co-founded by twin brothers Norris and Ross McWhirter in Fleet Street, **London, UK, in August 1955.**
- As of the 2022 edition, it is now in its 67th year of publication, published in 100 countries and 23 languages, and maintains over 53,000 records in its database.
- It is a reference book published annually, listing world records both of human achievements and the extremes of the natural world.

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