



**COLLEGE OF AGRICULTURE SCIENCES
TEERTHANKER MAHAVEER UNIVERSITY**

(Established under Govt. of U.P. Act No. 30, 2008)
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**Compiled Activity Report of Ganga
Champions Club
(September 2024 – January 2025)**

Executive Summary

The *Ganga Champions Club* of Teerthanker Mahaveer University (TMU), Moradabad, has actively contributed to the *Namami Gange Mission (NMCG)* through a diverse set of 13 impactful activities carried out between August 2024 and May 2025. These initiatives reflect a holistic approach to environmental conservation, blending community engagement, academic contribution, cultural awareness, and scientific dialogue.

The key highlights of the Ganga Champions' work include:

- **Awareness and Cleanliness Drives:** Multiple campaigns at Brijghat Garh Mukteshwar, and along the Ramganga River, where students and faculty conducted large scale cleaning, plantation, and awareness programs with local communities, priests, and vendors.
- **Tree Plantation Drive:** A dedicated plantation initiative on the ghats, University grounds, encouraging students to actively participate in greening their academic environment.
- **Academic Contributions:** Presentation of research papers at two reputed conferences — one organized by NMCG at Allahabad University, Prayagraj, and another by Swadeshi Shodh Sansthan at IARI, New Delhi — showcasing the Club's research-based approach towards river rejuvenation.
- **Youth Engagement:** A special program on International Youth Day (August 2024), highlighting the role of youth in nation-building and environmental protection, with cultural and motivational sessions.
- **Cultural and Creative Activities:** Events such as *Nukkad Nataks*, poster competitions, poetry recitations, and awareness rallies combined creativity with environmental messages to inspire collective responsibility.
- **Special Initiatives:** The Green Diwali Campaign, where students promoted eco-friendly celebrations by planting saplings instead of bursting crackers, reinforcing cultural traditions with sustainability.

- **Knowledge Exchange and Dialogue:** Organization of a National Seminar on “Sustainable Management of Water Resources with a Focus on Ganga Rejuvenation” and a Talk Show on Science and Law in Environmental Conservation, bringing together experts, academicians, and students for impactful discussions.

Collectively, these activities have engaged over 1,000 participants including students, faculty members, environmental experts, local vendors, priests, and community members. The initiatives have not only raised awareness on river conservation but also fostered a youth-driven movement of responsibility, innovation, and collaboration for protecting the Ganga and its tributaries. Looking ahead, the Ganga Champions Club envisions scaling up its initiatives by adopting long-term sustainable projects at Brijghat, Ramganga, and within TMU. To achieve this, financial and institutional support is essential for providing resources, tools, and continued engagement with communities. This report consolidates the Club’s contributions over the past year and presents its roadmap for further action, reaffirming its commitment to the rejuvenation of the sacred Ganga River.

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Ganga Champions Club

The *Ganga Champions Club* of Teerthanker Mahaveer University (TMU), Moradabad, was established under the vision of the *Namami Gange Mission (NMCG)* to create a youth driven platform dedicated to the rejuvenation and conservation of the Ganga River and its tributaries.

The Club serves as a bridge between academic learning and community service, empowering students to engage in awareness, research, and action-oriented initiatives. Its activities include:

- Organizing cleanliness drives, awareness campaigns, and plantation initiatives at Brijghat, Ramganga, and TMU campus.
- Conducting creative and cultural programs such as poster-making competitions, Nukkad Natak, poetry recitations, and rallies to spread environmental awareness.
- Facilitating academic engagement through paper presentations, seminars, and workshops to integrate research and innovation with social responsibility.
- Collaborating with faculty, local communities, NSS, and NMCG officials to ensure maximum outreach and sustainable impact.

The Club embodies the motto: **“Engage, Educate, and Empower”** – nurturing youth leadership to protect the sacred Ganga, promote sustainable practices, and inspire community participation.

Membership Structure & Kit: To strengthen the identity and active participation of its members, the Ganga Champions Club has introduced a membership plan.

- **Membership Amount:** ₹100 per member (one-time contribution).
- **Membership Strength:** More than 100 active members enrolled.
- **Membership Kit:** Every registered member receives a specially curated kit that includes:
 - Letter Pad, Pen, and badge
 - Welcome Card and Transparent Folder
 - Membership Certificate

This initiative not only formalizes participation but also builds a sense of pride, responsibility, and belonging among students and faculty who join hands in the mission of rejuvenating the sacred Ganga River.

Activity 1 - Visit to Brijghat for Survey



Name of Activity	Visit to Brijghat for a Survey.
Date of Activity	28 th September 2024.
Duration of activity (in mins)	300
Offline/Online	Offline

Activity Conducted as Conference/Seminar/Workshop/FDP/IIC Calendar activity/self-driven activity/celebration day activity	Self-Driven Activity.
Theme of activity (R&D and innovation/startup/entrepreneurship/Design thinking and critical thinking/IPR/Skill enhancement)	Social service under NMCG for cleaning and restoring the glory of Maa Ganga.
Name of Convener	Dr. Ganesh Datt Bhatt
Name of Co-Ordinator(s)	Mr. Anand Raj, Mr. Mukund Singh, Mr. Lochan Vyas
Name of Expert(s)	Dr. Ganesh Datt Bhatt
Designation of Expert	Professor
Experts Organization	COAS, TMU, Moradabad.
Total no. of Participants	4
No of Student participants	3
No of Faculty participants	1
No of External participants (if any)	Nil
Aim of Activity	Survey
Objectives of Activity	Collecting Information for future activities
Outcome of Activity	Report
Keywords	Namami Gange mission, Ganga

	champions
Social Media Link (Facebook)	https://www.facebook.com/profile.php?id=61566264926670
Social Media Link (Instagram)	https://www.instagram.com/ganga_champions/
Brief Report of Activity (flyer of the session to be included in the same)	Introduction: On 28th September, 2024, Saturday, we visited the Brijghat, Uttar Pradesh, India, for the purpose of collecting relevant information to further carry out our work in order to adopt the ghat. This visit was headed by Prof. (Dr.) Ganesh Datt Bhatt, Nodal officer, NMCG, TMU, including the three Ganga Champions under the newly formed Ganga Champions club. Brief information: We have visited the place and first saw that it was a nicely developed place for doing rituals but as we were entering just from the beginning, we have seen the issue of Garbage, litter and unhygienic condition due to lack of proper management and awareness. We have seen that few dustbins were present but they were not properly maintained. We have observed that there was redevelopment programmes were done by the government in past but it is not maintained at present. Further we have recorded the longitudinal and latitudinal data of the place which was as "Latitude

	28.6511°N Longitude 75.08604°E". Photographs were taken by the team leaders and data were recorded and written by other two team leaders, in supervision of Dr. G.D Bhatt total survey was conduct and followings problems were found: • Dirty entrance to ghat, which needs to be cleaned for beautification of ghats. Beautifying the ghat's entrance with greenery, proper waste bins, signage promoting cleanliness, and regular maintenance routines can ensure that the space remains welcoming and reflective of its heritage and environmental significance. • Improper garbage disposal leads to environmental pollution and public health risks. This issue can be resolved by raising awareness and educating people about their responsibility in managing waste properly. Teaching waste segregation, promoting eco-friendly practices, and providing accessible disposal systems are key to encouraging responsible behavior and ensuring cleaner communities. • The lack of sufficient dustbins on the ghat contributes to littering and pollution. To address this, the number of dustbins should be increased at strategic locations. Additionally, public awareness campaigns are essential to educate people on the importance of using these dustbins to keep the ghat
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	clean and protect the environment... • The ghats suffer from poor management in several areas, including waste disposal, maintenance, and crowd control. Inadequate supervision leads to littering, overcrowding, and neglect of essential facilities. Improving management through regular monitoring, better infrastructure, and coordinated efforts can enhance the cleanliness, safety, and overall experience at the ghats to its original charm. • The lack of basic awareness among people about cleanliness and environmental conservation at the ghats contributes to poor maintenance. This issue can be addressed by organizing educational programs, frequent community interactions, and using creative methods like wall paintings to convey messages. These initiatives will promote responsible behavior and encourage people to keep the area clean. Flower pots were left unused which can be used for planting and beautification of ghat. • The unused and dirty fountains at the ghats have lost their appeal, detracting from the area's beauty. To restore their original charm, they need thorough cleaning and regular maintenance. Revitalizing these fountains can enhance the aesthetic appeal of the ghats, making them more attractive to visitors.
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- We have engaged in conversations with local residents present at the site, gathering valuable insights and information about the issues affecting the area. During these discussions, we also highlighted the importance of their active involvement in maintaining cleanliness and promoting awareness, and they have expressed their willingness to contribute to this initiative. However, to ensure the successful execution of our project, it is crucial to secure financial support from our organization. This funding will be used to cover the costs of necessary resources such as cleaning supplies, awareness materials, and any additional logistical expenses needed to carry out the project effectively.

Conclusion:

After identifying the issues affecting the ghats, we are now shifting our focus towards a proactive problem-solving approach. Our immediate plan includes developing a detailed action plan to address these challenges, beginning with the organization of a cleanliness and awareness drive. This initiative aims to engage the local community, encouraging participation in maintaining cleanliness and fostering responsibility. Additionally, we are adopting a collaborative approach by working closely with the local municipal body. This partnership will allow for the swift resolution of immediate concerns, while also

developing long-term strategies for promoting awareness and sustainable practices among the public.



Cleaning Drive at River Bank BrijGhat



Road Side Garbage on Bridge



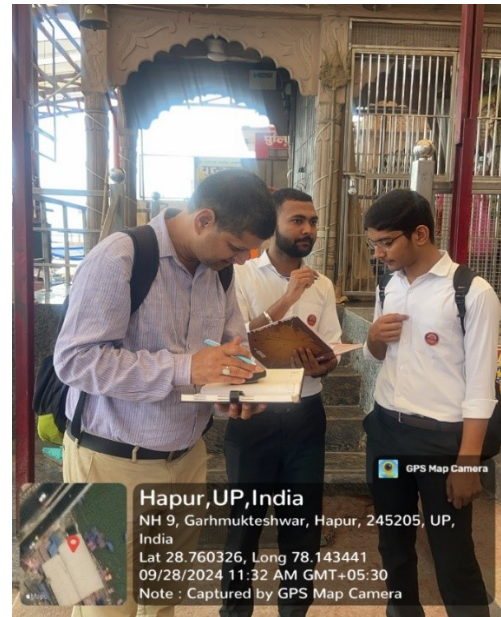
Grabage Container



Local Survey During Activity



Inspection of Staircase Area



Active Participation of Students at the Site



On Site Inspection at Brij Ghat



Contaminated River Bank



Site Inspection



Discussion With Locals



Macro Inspection at Site



Detailing of Observations



Inappropriate Changing Room



Site Inspection



Improper Garbage Bins





Issue of Wall Maintenance



Cleaning Status of the Water Body



Site Inspection



Site Inspection