

## Activity 2 - Awareness Program at Brijghat



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| Name of Activity               | An Awareness Program at Brijghat. |
| Date of Activity               | 30 <sup>th</sup> September 2024.  |
| Duration of activity (in mins) | 360                               |
| Offline/Online                 | Offline                           |

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| Activity Conducted as<br>Conference/Seminar/Workshop/FDP/IIC<br>Calendar activity/self-driven<br>activity/celebration day activity             | Self-driven activity.                                                              |
| Theme of activity<br><br>(R & D and<br>innovation/startup/entrepreneurship/De<br>sign thinking and critical thinking/IPR/Skill<br>enhancement) | Social service under NMCG for cleaning<br>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.<br>Lochan Vyas                                |
| Name of Expert(s)                                                                                                                              | Prof. (Dr). Ganesh Datt Bhatt                                                      |
| Designation of Expert                                                                                                                          | Professor, Nodal Officer, NMCG, TMU.                                               |
| Experts Organization                                                                                                                           | COAS, TMU, Moradabad.                                                              |
| Total no. of Participants                                                                                                                      | 108                                                                                |
| No of Student participants                                                                                                                     | 105                                                                                |
| No of Faculty participants                                                                                                                     | 3                                                                                  |
| No of External participants, (if any)                                                                                                          | Nil                                                                                |
| Aim of Activity                                                                                                                                | Awareness program                                                                  |
| Objectives of Activity                                                                                                                         | Engage with the local community and raise<br>awareness about environmental issues. |
| Outcome of Activity                                                                                                                            | The Ganga Champions Club's awareness<br>program at Brijghat effectively educated   |

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|                                                                               | <p>attendees on river conservation and local traditions. Participants expressed heightened commitment to preserving the Ganga's cultural and ecological heritage.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Keywords                                                                      | <p>Namami Gange mission, Ganga champions, Brijghat Garh Mukteshwar, awareness program</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Social Media Link (Facebook)                                                  | <p><a href="https://www.facebook.com/profile.php?id=61566264926670">https://www.facebook.com/profile.php?id=61566264926670</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Social Media Link (Instagram)                                                 | <p><a href="https://www.instagram.com/ganga_champions/">https://www.instagram.com/ganga_champions/</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>Brief Report of Activity<br/>(flyer of session to be included in same)</p> | <p><b>Introduction</b></p> <p>This report outlines the awareness program conducted at Brij Ghat, Garh Mukteshwar, on September 30, 2024. The event lasted approximately six hours, during which we aimed to engage with the local community and raise awareness about environmental issues.</p> <p>We departed from COAS, TMU at 10:30 am in a college bus, filled with enthusiasm and a sense of purpose. The team consisted of: Prof. (Dr.) Ganesh Dutt Bhatt Nodal Officer, NMCG, TMU, Dr. Neha Sharma NSS Coordinator, COAS, TMU, Dr. Balraj Singh, RAWE Coordinator, COAS, TMU and Team leaders Mr. Anand Raj, Mr. Mukund Singh, and Mr. Lochan Vyas,</p> <p>Upon our arrival at Brij Ghat around noon, we quickly organized ourselves to begin the awareness program. The first step involved engaging with the local vendors present at the Ghat. We approached them warmly and initiated conversations about</p> |

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|  | <p>the challenges they face in their daily operations. By listening attentively and taking notes in our diaries, we gathered valuable insights into the issues affecting their livelihoods, such as waste management and the impact of tourism on their businesses.</p> <p>Next, we sought out the priest who was performing rituals at the Ghat. Recognizing the cultural significance of the site, especially as it is also a place for cremations, we engaged him in discussion. He shared his perspective on the importance of maintaining the sanctity of the river and the need for community involvement in preserving its health.</p> <p>Continuing our mission, we moved toward the devotees who were participating in "Ganga Ashnan," a sacred bathing ritual in the river. We approached them with respect and curiosity, asking about their experiences at the Ghat. This interaction allowed us to understand their challenges and concerns, including the lack of proper facilities and environmental degradation.</p> <p>In addition to gathering information, we took the opportunity to educate the devotees about responsible practices during their rituals. We emphasized the importance of avoiding soaps and detergents in the river and discussed their role in preventing pollution. We also shared essential dos and don'ts to encourage a sense of responsibility toward both nature and the sacred waters of "Maa Ganga."</p> |
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|  | <p>Overall, the awareness drive was not only about collecting data but also about fostering a sense of community and responsibility. We left Brij Ghat with a wealth of knowledge and a renewed commitment to advocate for environmental preservation and cultural respect.</p> <p><b>The problems we found during talking to the people were:</b></p> <p><b>1. Lack of Proper Dustbins and Changing Rooms:</b> The absence of adequate waste disposal facilities, such as dustbins, at the Ghat has led to significant littering and pollution. Visitors often resort to leaving their waste on the ground, contributing to an unsightly environment and posing health risks. Additionally, the lack of appropriate changing rooms for those participating in rituals or ceremonies limits the convenience and comfort of visitors. This situation can prevent people from fully enjoying their experience at the Ghat, as they may feel uneasy or ill-equipped.</p> <p><b>2. Improper Management and Lack of Greenery:</b> The management of the Ghat appears to be insufficient, with little attention given to maintenance and up keep. This neglect not only affects the aesthetic appeal of the area but also impacts the overall visitor experience. Furthermore, the scarcity of greenery such as trees, plants, and landscaped areas diminishes the natural beauty of the Ghat. Green spaces are vital for creating a peaceful atmosphere,</p> |
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|  | <p>enhancing the environment, and providing shade and comfort to visitors. The lack of these elements can lead to a sterile and uninviting atmosphere, discouraging people from spending time at the Ghat.</p> <p><b>3. Awareness of Idol Immersion Issues:</b> According to local priests, the practice of idol immersion during festivals is a major environmental concern that needs greater public awareness. This practice often results in significant pollution, as idols made from non-biodegradable materials and toxic paints are submerged in water bodies. Such actions can harm aquatic life and disrupt the ecosystem. The community is urged to recognize the implications of this tradition and consider more sustainable alternatives, such as using eco-friendly materials for idols or exploring different immersion methods.</p> <p><b>4. Demand for Enhanced Tourist Attractions:</b> Visitors have expressed a desire for the development of more tourist attractions and activities at the Ghat. While there have been efforts, such as the installation of a fountain, these initiatives have not been fully utilized or maintained. The community envisions a vibrant tourist experience that could include activities like boat rides, cultural performances, and food stalls, which would not only attract more visitors but also generate economic benefits for the local area. Enhancing the Ghat with additional amenities and attractions could significantly improve its appeal, foster a</p> |
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|  | <p>sense of community pride and ensure its viability as a tourist destination.</p> <p><b>The topic of awareness:</b></p> <p><b>1. Limiting the Use of Plastic and Creating Awareness:</b> The growing awareness of plastic pollution is crucial for environmental health. Initiatives to limit plastic use involve educating the public about the detrimental effects of plastic on ecosystems, wildlife, and human health. Campaigns can be organized to inform community members about alternatives to single-use plastics, such as reusable bags, containers, and utensils. Workshops and informational sessions can be held to spread knowledge about how to reduce plastic consumption and the importance of making conscious choices in daily life.</p> <p><b>2. Encouraging Vendors to Use Natural Containers:</b> To promote sustainable practices, vendors can be encouraged to switch from plastic packaging to natural alternatives. For instance, using banana leaves and other biodegradable plant materials for food packaging and serving can significantly reduce plastic waste. Educational programs can be implemented to demonstrate the benefits of these materials, highlighting their environmental advantages and cultural significance. Vendors adopting these practices can also attract environmentally conscious customers, enhancing their business appeal.</p> <p><b>3. Planting More Trees Wherever Possible:</b> Reforestation and afforestation initiatives play a vital role in combating climate change and enhancing biodiversity.</p> |
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|  | <p>Community-driven tree-planting campaigns can be organized to encourage residents to participate in planting trees in parks, along streets, and near riverbanks. These trees not only provide shade and improve air quality but also help prevent soil erosion and promote water retention in the area. Educational sessions can be conducted to raise awareness about the importance of trees in maintaining ecological balance and the benefits they provide to the community.</p> <p><b>4. Avoiding the Use of Soaps and Detergents During “Ganga Ashnan”:</b> During the sacred ritual of "Ganga Ashnan," which involves bathing in the river, it is essential to avoid using soaps, shampoos, and detergents. These substances can introduce harmful chemicals into the water, negatively impacting aquatic life and the overall ecosystem. Awareness campaigns can inform bathers about the environmental impact of these products, encouraging the use of natural alternatives, such as herbal powders or simply fresh water. Promoting these practices during religious and cultural events fosters a sense of responsibility towards the sacred river and its preservation.</p> <p><b>5. Taking Care of River Pollution by Not Dumping Plastic or Non-Biodegradable Materials:</b> Effective waste management practices are vital to maintaining the cleanliness and health of the river. Communities should be encouraged to avoid dumping plastic and other non-biodegradable materials into the water. Educational programs can highlight the</p> |
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|  | <p>consequences of such actions, including the impact on wildlife, water quality, and public health. Initiatives can include organizing regular river clean-up drives, establish proper waste disposal systems, and advocate for stricter regulations against pollution. By fostering a collective sense of stewardship, communities can work towards preserving the river's integrity for future generations.</p> <p><b>Conclusion:</b></p> <p>In conclusion, the awareness drive at Brij Ghat on September 30, 2024, highlighted critical environmental challenges faced by the local community and emphasized the need for sustainable practices. Through engaging discussions with vendors, priests, and devotees, we gathered valuable insights into the issues affecting both the ghat and the broader ecosystem. The lack of proper waste disposal facilities, inadequate management, and the absence of greenery were significant concerns that hinder the visitor experience and contribute to environmental degradation.</p> <p>Furthermore, the issue of idol immersion during festivals emerged as a pressing environmental challenge, necessitating greater public awareness and the exploration of eco-friendly alternatives. The community's desire for enhanced tourist attractions indicates a potential pathway for economic development, but this must be balanced with ecological preservation.</p> <p>Our awareness initiatives aimed to</p> |
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promote responsible behaviors, such as limiting plastic use, encouraging the adoption of natural packaging, and emphasizing the importance of maintaining the purity of the Ganga during rituals. By fostering a collective sense of responsibility and stewardship, we hope to inspire the community to actively participate in preserving the sanctity of the river and enhancing the overall environment of the ghat.

Moving forward, it is crucial to implement the insights gained from this drive and work collaboratively with local stakeholders to address these challenges. Continued education and engagement are essential for fostering a culture of sustainability, ensuring that Brij Ghat remains a cherished spiritual and ecological haven for future generations.



**A Group Photograph of RAWE Students With Prof.(Dr.) Praveen Kumar Jain, Dean, Agriculture, Prof. (Dr.) Ganesh Dutt Bhatt Nodal Officer, NMCG, TMU, Dr. Neha Sharma NSS Coordinator, COAS,**



**A Group Photograph of Namami Gange Students With Prof.(Dr.) Praveen Kumar Jain, Dean, Agriculture, Prof. (Dr.) Ganesh Dutt Bhatt Nodal Officer, NMCG, TMU, Dr. Neha Sharma NSS Coordinator, COAS,**

**TMU, Dr. Balraj Singh, RAWE  
Coordinator, COAS, TMU.**



**A Group Photograph Of NSS Students  
With Prof.(Dr.) Praveen Kumar Jain,  
Dean, Agriculture, Prof. (Dr.) Ganesh  
Dutt Bhatt, Nodal Officer, NMCG,TMU;  
Dr. Neha Sharma, NSS Coordinator,  
COAS, TMU, Dr. Balraj Singh, RAWE  
Coordinator, COAS, TMU.**

**TMU, Dr. Balraj Singh, RAWE  
Coordinator, COAS, TMU.**



**Lady disposing of the Remains Left After  
Performing Rituals**



**Brij Ghat Entrance Gate. After Cleaning  
Drive**



**Team Leaders Inspecting Site**





**Nodal Officer Interacting With Local workers**



**Ghat After Cleaning Drive**



**Team Leaders with Nodal Officer**



**Team Leaders Discussion**



**Unhygienic Conditions on Ghat**



**A Group Photograph of All 3 Team leaders  
With Nodal Officer**